AUGUST, 1955

SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

Streamlining Shop Traffic page 35

Scarcity of Mechanics Is Serious page 40

Condemn a Battery Slowly! page 50

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Of the 4,132,604 passenger cars produced from Jan. 1 to May 14, 1955 . . . almost half* were equipped with the NEW

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Volume 35 Number 8

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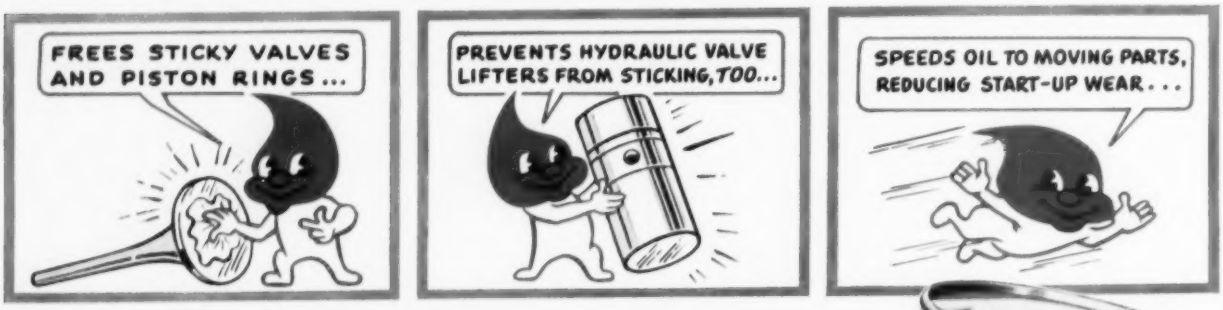

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Casite, Piston Rings, Oil Filters, Spark Plugs

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 35 AUGUST, 1955 No. 8

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Compare your present Brake Shoe Exchange with American Brakeblok's

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ON GROSS? Top-quality American Brakeblok bonded shoes are competitively priced. Their reputation makes selling easier—*at full list price!*

YOURS AS GOOD? YES ☐ NO ☐

ON SALABILITY? American Brakeblok has been advertised for over 25 years. It backs you with sales training, field help, promotion, point-of-sale aids.

YOURS AS GOOD? YES ☐ NO ☐

YOURS AS GOOD? Bonded brake shoes are vital to your brake business. If you answered no to one point above, contact your N.A.P.A. jobber or *write us direct!*

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America's Safety Brake Lining

ADVERTISED IN
The Saturday Evening Post
Farm Journal

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N.A.P.A. Assurance of Quality

Automotive SPOTLIGHT

August, 1955

Nashville, Tenn., got a huge payroll when Ford Motor Co. chose a site there for its glass plant. Construction will begin within a few weeks on the facility, which will encompass more than a million square feet of space and has been estimated will cost $25,000,000 to $30,000,000, including equipment. Approximately 2,500 will be employed. (See page 137.)

The South's great industrial expansion got another shot in the arm last month when the du Pont Co. announced plans for a paint plant near Atlanta. It will employ several hundred and will ship its products over the Southeast and to some Southwestern states.

Fantastic ads offering cars for sale have made some long-established, more conservative franchised dealers pull at what hair they had left. Last month Alton Costley, the suburban Atlanta dealer who was offered a chance last winter at becoming eventually president of the 30,000-member National Automobile Dealers Association, did something about it. He published a half-page newspaper ad offering new Chevrolets with 48 months to pay. The ad was "awful," his company admitted, and when the hordes came in to inquire, they were shown what such long terms would ultimately cost them. They would have been allowed to buy, just the same, but their fervor quickly cooled off in the light of the facts.

The debut of the all-new Lincoln around September 1 rings up the '56-model curtain. Nash and Hudson will be along a few weeks later and Chrysler's products are anticipated to appear by mid-October. Others will be coming out, too, in those late September and early October weeks, catching the public's dollars before a fellow named Claus gets a whack at the family pocketbook. Safety belts are to appear optionally on the Ford products and some Chrysler cars.

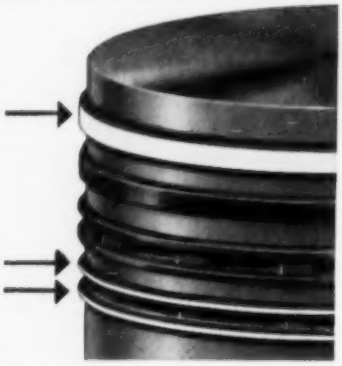
The highest output for any July was carved out by the industry last month. Assembly plants approximated the 675,000 mark, in contrast to the previous best July, in 1950, when the total was 601,000.

The 5,000,000th car of this year rolled from some line somewhere in this country the first two or three days of this month. The date for that unit last year was the first week of September. As July ended, assemblies totaled 4,925,000, which meant that the 5,000,000th almost came at the end of the first seven months.

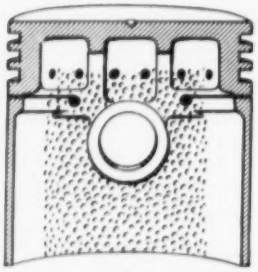
Garagemen shake their heads, but IGO-America continues to grow. The undaunted executive director, Ralph James, is selling his garage at Tulsa, Okla., to devote all his time, now that activities in New Mexico, Ohio, California and Pennsylvania have indicated a growing strength for the six-months-old "baby." But there remains the problem, he said, of making many garagemen's heads shake the right way, instead of negatively, as they consider the likelihood of the association's achieving permanent status. James has traveled 20,000 miles since January to spread the gospel. The association is going to reach national stature because there are "so many earnest and determined garagemen who want this organization to succeed," he asserted.

Faster pick-up

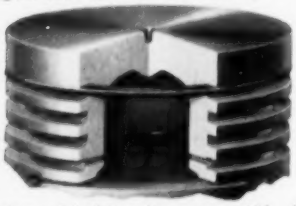
GIVE YOUR CUSTOMERS COMPLETE RE-RING SERVICE



Use KromeX on all ring jobs. Modern engines need chrome rings to fight heat and corrosion and reduce friction. KromeX Ring Sets are presented at factory for immediate oil control—give you chrome where it counts.



Have all pistons resized on SEALED POWER Super-Sizer. Internal peening around pin boss area increases resiliency and outward tension on thrust faces—expands skirt to original close fit—retains cam contour.



Restore original top ring groove width. Install SEALED POWER GI-60 contracting groove inserts. They lock permanently in top of groove, forming heat-treated spring steel shield that resists wear better than aluminum or iron.

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assure your customer

- faster pick-up
- smoother performance
- double ring life
- maximum oil economy
- positive lubrication

assure YOURSELF

- better-satisfied customers
- more new customers
- no come-backs

Sealed Power Piston Rings

BEST FOR RE-RING! BEST FOR RE-BORE!

SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

RINGS • PISTONS • PINS • SLEEVES • VALVES • WATER PUMPS

Automotive MARKETS

The Same Boat for Dealers and Jobbers

MANY Southern car dealers and parts wholesalers are experiencing one thing in common right now:

Sales volume is up for many of them; the net profit can't be said to be correspondingly as well.

Heavy outpourings from the assembly lines, especially by GM, Ford and Chrysler, at this period when production normally tapers off sharply, has spurred greater activity in the showroom and used-car lot. Profit margins have been shaved on many deals.

For the parts wholesalers, 97% answering a questionnaire (see page 47) said their sales were above the corresponding six months of last year. But they found that the demon overhead has also been traveling higher.

Price cutting has been invading all but the service field, involving car sales as well as jobber equipment sales.

Packard Sales Chief Predicts South To Rank Bigger in Luxury-Car Field

AT LEAST 25% more families in the South will buy an automobile in the luxury-car field in 1960 than are financially able to this year, Dan O'Madigan, general sales manager of Packard Division, Studebaker-Packard Corp., said last month.

In a market report to 500 Packard dealers in the South, the official said the outlook is that the prestige-car market will grow larger proportionately than for lower-priced cars. The increase in fine-car ownership not only will reflect increased family income and purchasing power but also a growing desire for the greater riding comfort and safety which is resulting from the new engineering and design trend in automobiles, O'Madigan said.

In his appraisal of the Southern car market, the executive said that higher-price cars will gain a greater share of the market; more dollars will be invested in higher-price cars; families will spend more of their incomes for automobiles, and competition in the luxury-car field, while growing more intense, will cause greater value to be built into cars in this price class.

Sales Manager O'Madigan

The official said his company had laid long-range plans to take advantage of the rising Southern market with the completion of a program launched two years ago which brought new management to the company, modern engine and car assembly facilities, and an expanded dealer service organization.

As factors in his projection for growth of unit sales here in the fine-car field, O'Madigan forecast that by 1960:

1.—The number of Southern families with incomes over $5,000 a year, up 300% from 1946, will double;

2.—The number of families with incomes over $7,500 a year, up nearly 150% over 1946, will increase by 50%;

3.—Discretionary income will increase 50%;

4.—Population growth in city suburbs will continue to outstrip population increases within cities, and will accelerate the two-car ownership trend.

He said this will mean:

1.—Southern families will spend 5% of their disposable income for automobiles against 3% in 1940;

2.—Car-owning families will rise to 75% of total families in the South;

3.—Multiple-car ownership will rise to 15% of car owners, double the national figure of a year ago;

4.—National industry production levels of eight million cars a year by 1960 "may be very realistic."

He said the yearly increasing sales and production in the industry should be considered normal, rather than extraordinary, in the light of these general market growth factors. "These coupled with the current upturn in consumer confidence well could make the outlook for automobile sales the measurement of economic prosperity in the South."

Heater Sales Look Good, Says Arvin Executive

"THE coming fall and winter car heater selling season, at the retail level, could be the best Arvin has experienced in the past decade," R. H. Williams, sales manager of the car heater division, Arvin Industries, Inc., said last month.

Jobber orders for May and June ran about 20% better than the same period a year ago, and exceeded total 1954 orders for May, June and July.

He attributed the increase to renewed vigor of jobbers and retailers in promoting heaters and to truck owners' increased interest in efficient cab heating.

Pioneer in Factory Training . . .

Oldsmobile's famous Hydra-Matic School pioneered factory training of service technicians in the auto industry! It's the oldest school of its kind in continuous operation!

OLDSMOBILE ROCKETS AHEAD WITH A MODERN NEW SERVICE TRAINING PROGRAM!

30 New GM Training Centers Provide Up-to-date Facilities For Continuous Training of Oldsmobile Service Technicians!

In service—just as on the road—Oldsmobile shows the way! Oldsmobile's Hydra-Matic School and Service Guild have set service training standards for years! And now Oldsmobile dealers are taking a leading role in the unprecedented new GM Service Training Program—most progressive factory-training innovation in Olds history! It all adds up to top training for Oldsmobile service technicians . . . top service for Oldsmobile customers . . . bigger business for Oldsmobile dealers *everywhere!*

OLDSMOBILE

DIVISION OF GENERAL MOTORS CORPORATION • LANSING, MICHIGAN

Automotive NEWS BRIEFS

Du Pont Selects Georgia For Paint Plant

THE "vigorously expanding" economy of the Southeast has led the E. I. du Pont de Nemours & Co. to plan on erecting a paint plant near Atlanta.

That announcement came last month from Charles P. Culp, regional sales manager of the Finishes Division.

The plant, at Tucker, Ga., 13 miles northeast of Atlanta, will comprise 80,000 square feet of floor space on a 62-acre site and will employ about 80 persons. The Southeast and some Southwestern states, including Texas and Oklahoma, will be served by the plant, which will manufacture paints, enamels and thinners for household, industrial, automotive and automotive refinish use.

A sales office and paint service warehouse will also be erected. Situated in an industrial area of Atlanta, it will include a one-story building embracing 30,000 square feet on a two-acre site.

Culp said it was expected that plant construction would begin this fall.

How Many Garages To Go to "Air"?

WILL you be seeing many repair shops becoming specialists in the air-conditioning field by next year?

Here's what one operator, H. W. Mahood of Kenneth Street Garage, Beaumont, Texas, advised SAJ last month:

"Right now I am doing mechanical work, body and fender and paint work, as well as automobile air conditioning. In the latter there is a real shortage of mechanics.

"Next year I'll probably do just automobile air-conditioning work."

Some shop men have been considering sending a mechanic to one of the schools operated by the manufacturers of air conditioners.

Some parts wholesalers, such as Battery & Electric Co., Greenville, S. C., have taken on the line and install the equipment. A wealthy physician in Greenville liked his '49 Cadillac so well that he paid the extra $100 required in labor to adapt his car for the air-conditioning equipment under the hood.

Electrical shops particularly may be expected to consider this new phase of installation and service work. And the customer can be taught, too, to pay $7 and $8 an hour for labor instead of the $3 and $4 current in the automotive trade, since the air-conditioning industry—like most others—commands a higher hourly rate of pay than the automotive.

Until the North Pole moves to Miami Beach, you can expect the South and Southwest to be the best sales and service market for air conditioners. Southerners, no longer in the barefooted economics column, can buy—if you can sell and service.

Looking Ahead

Aug. 21-23 — Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs.

Aug. 28-30 — Annual convention of Kentucky Automobile Dealers Association, Kenlake Hotel, Hardin.

Sept. 16—Annual convention of Kansas Motor Car Dealers Association, Broadview Hotel, Wichita.

Sept. 22-24 — Annual convention and trade show of Automotive Parts Rebuilders Association, Fort Shelby Hotel, Detroit.

Sept. 23-24—Annual convention of New Mexico Automotive Dealers Association, La Fonda Hotel, Santa Fe.

Sept. 25-27 — Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.

Sept. 25-27 — Annual convention of Texas Automotive Dealers Association, Shamrock Hotel, Houston.

Oct. 1-2—Annual convention of Independent Garagemen's Association of Texas, Austin.

Oct. 9-11 — Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

Oct. 9-10 — Annual convention of Georgia Automobile Dealers Association, Bon Air Hotel, Augusta.

Oct. 15-17 — Annual convention of Arkansas Automobile Dealers Association, Majestic Hotel, Hot Springs.

Oct. 16-17 — Annual convention of Georgia Automotive Wholesalers Association, Dinkler Plaza Hotel, Atlanta.

Oct. 16-17 — Annual convention of Oklahoma Automobile Dealers Association, Mayo Hotel, Tulsa.

Oct. 16-18 — Annual convention of National Independent Automobile Dealers Association, Hotel William Penn, Pittsburgh, Pa.

Oct. 19-20—Fall convention of Virginias-Carolinas Automotive Wholesalers Association, Hotel Robert E. Lee, Winston-Salem, N. C.

Oct. 23-24—Annual convention of Automotive Wholesalers' Association of Louisiana, St. Charles Hotel, New Orleans.

Oct. 23-25 — Annual convention of Florida Automobile Dealers Association, Sans Souci Hotel, Miami Beach.

Oct. 27-29—Annual convention of Automotive Wholesalers of Texas, Shamrock Hotel, Houston.

Nov. 6-8 — Annual convention of Automotive Trade Association of Virginia, Hotel Roanoke, Roanoke.

Nov. 13-14—Annual convention of Automobile Dealers Association of Alabama, Tutwiler Hotel, Birmingham.

Nov. 13-14—Annual convention of Florida Automotive Wholesalers Association, Orlando.

Nov. 17-22 — Convention cruise to Bermuda from Wilmington, N. C., by North Carolina Automotive Wholesalers Association.

Jan. 28-Feb. 1 — Annual convention of National Automobile Dealers Association, Sheraton Park and Shoreham Hotels, Washington.

Feb. 21-22 — Annual convention of Motor and Equipment Wholesalers Association, Sheraton Palace Hotel, San Francisco, Calif.

Feb. 21-22—Annual convention of National Standard Parts Association, Hotel Mark Hopkins, San Francisco, Calif.

Feb. 27—Annual convention of Louisiana Automobile Dealers Association, Hotel Roosevelt, New Orleans.

May 10-13—13th Southwest Automotive Show, Coliseum, Houston.

May 25-26 — Biennial Southeast Automotive Show Conference, Asheville, N. C.

April 25-27, 1957 — Biennial Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

May 9-12, 1957—Midwest Automotive Service Industries Trade Show, St. Louis, Mo.

FREE to help you all CASH IN!

A Big Help

Any way you look at it!

PUROLATOR makes FILTER CHANGES EASIER... MORE PROFITABLE!

Here is the cream of more than 30 years of filter-change *know-how* packed into 16 pages by Purolator, America's No. 1 filter manufacturer.

It's all there . . . step-by-step how-to-do-it for all makes and models of cars! All the "savvy" that's needed to save time and money—make every dealer and his men filter-change experts!

Every dealer wants one—or more—copies of Purolator's new Service Manual. Contact your Purolator supplier.

Stock 'em up for fall and winter NOW.

"Purolator" and "Micronic" Registered U. S. Pat. Off.

Remember... a Purolator Micronic—First and Finest—on the dealer's shelf beats a dozen on order. STOCK PUROLATOR for the biggest fall and winter filter selling season in history.

S'S'H!

New Purolator program getting under way. Most exciting in oil filter history! Motorists will love it! Dealers will eat it up!

Purolator

America's No. 1 OIL FILTER

PUROLATOR PRODUCTS, INC., Rahway, New Jersey and Toronto, Ontario, Canada.

 (Continued from page 9)

Garage Owners of America Adds Up Strength Amid Its Financial Need

THE financial structure for the Independent Garage Owners of America "has started to develop" and more states are showing an interest in affiliating with this body born out of a rally at Oklahoma City last January.

That's the word from Ralph James, executive director, who has continued his "remote control" connection with his garage at Tulsa, Okla., while traveling many thousands of miles to build up IGO-America.

In an open letter to his directors and members last month, James reported:

"The financial structure has started to develop. We should soon be on the way to more rapid progress. At present we are restricted by our financial limitations.

"The future of your association depends upon the individual members who will develop a chain of reactions that will develop the association at all levels."

He asserted:

"At present our greatest need is for allied members (manufacturers). Perhaps if every garage owner would convince his jobbers of this need, the jobber could persuade his manufacturers that it is to the mutual advantage of all independents that they join with our association in the fight to better our conditions.

"We have been told over and over that the independent manufacturers were ready and willing to help the garagemen 'if there were only a way.' Here is the way! Now is the time!"

Allied members currently are McQuay-Norris Mfg. Co., Moog Industries, Inc., Otto-Items, Inc., Standard Motor Products, Inc., Airtex Automotive Division, Hastings Mfg. Co., Perfect Circle Corp., Champion Spark Plug Co., Wagner Electric Corp. and Ramsey Corp.

Garage memberships embrace 11 states and half a dozen more states are arranging to affiliate, including Ohio and Washington. Arizona and Pennsylvania recently joined.

Bert Cook of Dallas, Texas, is president, Emery Welborn of Wichita, Kan., is vice-president, John Spath of Detroit is secretary and Charles Cruce of Tulsa, Okla., is treasurer.

DIRECTORS TO MEET

A meeting of the board of directors of the Independent Garage Owners of America has been called for August 20 and 21 in Tulsa, Okla., at the Alvin Hotel.

The call was announced by Bert Cook of Dallas, Texas, president.

Cook said there was no emergency to make the meeting necessary and that there will be no special schedule of business. It is certain that membership, finances and other regular business will receive attention, he said.

Notification from Cook's Dallas garage went forward to members of the board by registered letter under date of July 18. Constitution and bylaws of the organization require 30 days' notice for a meeting of the board.

Tennesseeans Announce Convention Program

THE Tennessee Automotive Association has completed plans for its convention to be held Sept. 25-27 at the newly-renovated Buena Vista Hotel in Biloxi, Miss.

Chief speakers will be Frank Yarnall of Chicago, president of the National Automobile Dealers Association; Hayse Tucker, Tucker Motor Co. (Ford), Tuscaloosa, Ala., and John H. Lander, Lander Motors, Inc., Atlanta, Ga., president of the Georgia Automobile Dealers Association.

Also featured will be Mrs. Betty Davis, writer for *Saturday Evening Post*; Joe Leopold, Dallas, Texas, sponsored by the National Association of Businessmen; Rep. Fred Hartley, Jr., co-author of the Taft-Hartley labor law, and William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL.

The usual parties and fellowship hours are planned plus a presentation of "A Fabulous Night in Old New Orleans" by Bess Grundmann Productions, Inc. Russell Reeves (Oldsmobile) of Memphis is president of TAA. David P. "Doc" Whelchel, who headquarters at Nashville, is executive vice-president.

Hayse Tucker (top), Ford dealer from Tuscaloosa, Ala., and John Lander (above), president of the Georgia Automobile Dealers Association, will be two of the chief speakers at the coming convention of the Tennessee Automotive Association. Frank Yarnall, NADA president, is also scheduled.

Delco-Remy Is Building Olathe, Kan., Plant

DELCO-REMY Division of General Motors Corp. is building a 160,000-square-foot plant in Olathe, Kan., which is expected to employ 300 people, H. D. Dawson, Delco-Remy general manager, announced last month.

The structure, which will be of modern, one-story brick and steel construction, will reportedly be the nation's first fully air-conditioned storage battery factory.

Production is expected to begin in the spring of 1956.

SOUTHERN Factory Bonded SHOES

MAKING BIG DIXIE NEWS

- **WHEELABRATED**
  —not just washed
- **SILVER SPRAYED**
  —not just dipped
- **RADIUS GROUND**
  —not just lined
- **FIBER BLOCK, too**
  —not just wire back
- **BULK EXCHANGE PLAN**
  —not just shoe for shoe
- **BULK DEALS, too**
  —not just outbound
- **TWO-WAY FREIGHT**
  —not just boxed
- **LOW PRICES**
  —and fast service

Only
SOUTHERN
makes and bonds
BRAKE LINING
in the South

FACTORY BONDED
SOUTHERN
REG. U.S. PAT. OFF.
BRAKE SHOES

SOUTHERN
FRICTION MATERIALS CO. — CHARLOTTE, N.C.

 (Continued from page 11)

Do You Follow Business Practices Listed by This Industry Veteran?

SOME tips on business practices for consideration by garagemen and service managers of dealerships came last month from the new president of the Automotive Engine Rebuilders Association.

In a statement requested by SOUTHERN AUTOMOTIVE JOURNAL, L. J. "Lew" Messer of L. J. Messer Co., Lincoln, Neb., asserted:

"I am sure all of us agree that the automotive aftermarket business we are in is a wonderful one. However, we must remember, it is a service business. Our job is to keep vehicles rolling, whether on the highway or on the farm.

"Drastic mechanical changes in the past few years have been made in engines and transmissions, and it is vital to the success of your business that you keep abreast of the times and of the latest trends through magazines, technical articles and practical instruction wherever possible.

"Learn to be a salesman. When a vehicle comes in for a minor or a major job, you have the opportunity to also quickly check the vehicle. Examine the tires, the battery, etc., and when, in your opinion, service or replacement of these or other items should be made, make an effort—without too much high pressure—to sell this merchandise to the customer.

"If you don't, someone else will. In many cases, the customer will be grateful to you for calling these things to his attention. If he doesn't buy then, the fact that you mentioned them to him may bring him back to you later.

"In the matter of stock, you can't sell merchandise from empty shelves. Make it a point to carry in stock fast-moving parts and other staple items for popular vehicles.

"Support your jobber. He has your interests at heart and is the best friend you have. When possible, tie in with the CAS finance plan, which brings us to a word about credits. When a customer asks for credit and you participate in CAS, you don't have a problem.

Editor's note: When L. J. Messer finished high school, the business was started in Lincoln under the name of National Auto Supply Co., handling accessories, tires and Ford parts. Ten years later it was changed to the Messer Auto Parts Co. and several years after that to the L. J. Messer Co., when lines were added that were not strictly automotive. When he saw the parts business had potential, he swung over entirely to parts and became one of the first automotive parts supply houses in the Midwest.

The main business is in automotive parts and with the exception of two of the stores, all have complete machine shops. In addition to parts, they carry appliances, tires, batteries, oil and shop equipment and push shop operations as a major line.

They opened a store in York, Neb., last month. Other stores are in Lincoln, McCook, Beatrice, Fairbury, Hastings and Holdrege in Nebraska, and Norton, Belleville and Concordia in Kansas. The firm travels about 25 men and does an excess of two million dollars a year in volume.

If CAS won't accept the job, you certainly can't afford to carry it either. If you are in a locality where CAS is not in use, the customer should make a loan from a bank or loan company on his own security without your guaranteeing the account.

"On the other hand, if these suggestions are not applicable in your case and the customer is dependent on you for credit, and you feel you want to take a chance, I have the following suggestion: Tell your customer that you must pay your wholesaler cash for your parts, and if he will at least raise the cash for the parts used in the job, that you will arrange with him to make payments on the labor. In this way, if the account goes sour and the customer doesn't pay, or owes you a balance, the fact that you've collected the list price for the parts will at least in most cases let you break even on the job.

"Get a fair price for your labor and parts. It is just as important not to undercharge as it is not to overcharge.

"We are in the business to make a profit, but it can be done without gouging the public and taking advantage of them."

Tarheelia to Enforce Brake Fluid Law

ENFORCEMENT of the law regulating hydraulic brake fluid, which became effective July 1 in North Carolina, will begin Sept. 1, state officials have announced to the industry.

The department of motor vehicles, under the statute, will approve only those brake fluids which conform to the specifications of the Society of Automotive Engineers for heavy-duty-type fluid, such specifications being designated SAE 70R1.

A similar law is now effective in Tennessee.

B-O-P to Enlarge Plant At Doraville, Georgia

BUICK-OLDSMOBILE-PONTIAC Assembly Division of General Motors Corp. will add 147,000 square feet of floor space to its Doraville, Ga., plant, James L. Conlon, general manager, announced.

The addition, which will bring total footage to 1,300,000, is part of a half-billion-dollar expansion program to increase General Motors' passenger-car production and capacity.

(More News Briefs on page 126)

Order only SIX NATIONAL BATTERIES

Get this...

'Picnic Pack'

Here's a treat for the whole family. Get it from your jobber with your purchase of only...

SIX NATIONAL BATTERIES

'Picnic Pack' is new and different—five nested compartments all in bright aluminum carry a complete picnic. Fruits, cake and meats can be carried each in its own tray—no crushing, no packing. Handle fits lower unit making it a frying pan, boiler or double-boiler. Handy for fishing trips, beach parties, camping, as well as picnics.

Here's all you do — order SIX NATIONAL BATTERIES

Buy *any* six National Batteries and your jobber delivers the 'Picnic Pack' with your order. You'll like National Batteries. This top quality line is complete from 80 ampere hour capacity to the famous Deepwell 120 ampere hour battery.

Get National and you get the greatest.

See your jobber now or write us—offer good for limited time only.

Offer expires Sept. 1, 1955

GOULD-NATIONAL

Batteries Inc.

SAINT PAUL 1, MINNESOTA

Exclusive Features!

STORM - VULCAN model 85
HEADMASTER
MILLING MACHINE

If you had a MILLION DOLLARS to spend for machine shop equipment you could not secure these advantages except through purchase of STORM-VULCAN Machines!

- Restores ORIGINAL *MILLED* finish. No wheel to load up . . . No dust, heat or distortion.
- AUTOMATIC Milling operation frees time of operator for other work.
- DIAL-O-MATIC control permits exact stock removal on V-8 heads, assuring engine balance.
- FIXTURES for precision resurfacing Heads and Manifold pads without use of cumbersome gauges.

Ask your STORM-VULCAN Salesman to show you the

36 STORM-VULCAN EXCLUSIVES

in his *Purchase Evaluation Manual*. Assure yourself of quality, performance, accuracy, long service and other desirable equipment features.

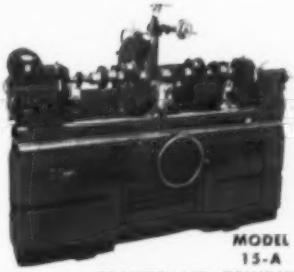
The Nation's Leading Automotive Machine Shops

STORMIZE

with STORM-VULCAN Machines

STORM-VULCAN INC.
2225 BURBANK STREET — DALLAS, TEXAS

MODEL 240 TURBO-BLAST CLEANING MACHINES
. . . other sizes for all needs.

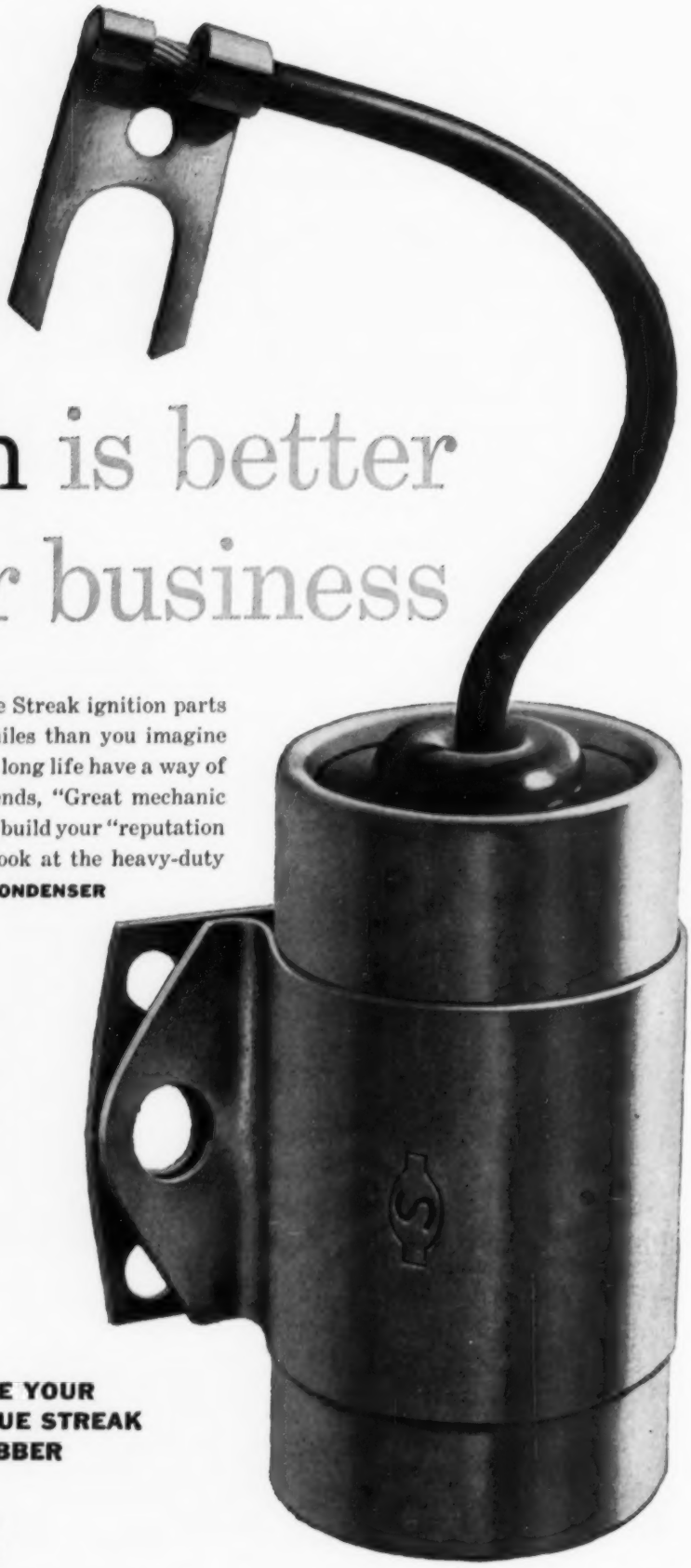


MODEL 15-A CRANKSHAFT GRINDER

MODEL 75-A CAMSHAFT GRINDER

Want more facts? Use Reader Service Card Page 100

Blue Streak Ignition is better for your business



39,000 top ignition men agree: Blue Streak ignition parts are sturdier; they last for more miles than you imagine they should; their performance and long life have a way of making your customer tell his friends, "Great mechanic that Joe". For an example of how we build your "reputation insurance" into our parts, take a look at the heavy-duty construction of the **BLUE STREAK CONDENSER**

HERMETICALLY SEALED

Tight as a diver's helmet. (Eliminates the possibility of any moisture entering the condenser and affecting the winding.)

ELECTRONIC SOLDERING

For secure electrical connections. (Eliminates the hazards of imperfect, internal pressure type connections.)

1000 VOLT TESTED

To insure the effectiveness of the insulation. (On your customer's car 250 volts is tops. So Blue Streak gives you 300% safety margin.)

BLUE STREAK

SEE YOUR BLUE STREAK JOBBER

STANDARD MOTOR PRODUCTS, INC.
Long Island City 1, New York

Why Car Owners Will Want *new, improved* PEAK

- ***It's the modern anti-freeze that beats engine rust***
- ***It's backed by "Hometown Advertising" in your area***

As an automobile expert, you know that the cooling system's worst enemy, next to a freeze-up, is rust and corrosion. It can cut down engine efficiency and lead to expensive repair bills.

Now – thanks to years of CSC research – you can offer your customers the modern anti-freeze for the modern car . . . new improved PEAK® Anti-freeze. Because of an exclusive rust-inhibitor combination (Patent Pending), PEAK provides *better rust and corrosion protection than any other national brand* . . . beats engine rust.

And PEAK gives unsurpassed freeze-protection . . . won't creep, leak, or seep from any cooling system tight enough to hold water . . . contains a special anti-foam agent designed to prevent overflow losses.

To get this story of PEAK superiority across to *your* customers . . . PEAK's "Hometown Advertising" program will lead off this year with full-color, full-page advertising in LIFE magazine. Then, day after day, PEAK sales messages will reach the car owners in your hometown on local TV spots, or in newspaper ads, or on radio.

And that's not all! NOR'WAY® Anti-freeze will be featured with a "Hometown Advertising" campaign of its own. This campaign sells car owners who want an economical-type anti-freeze on using high-quality, low-cost NOR'WAY.

Right now's the time to be sure you're well-stocked with PEAK and NOR'WAY . . . ready to take full advantage of this powerful advertising support. "Hometown Advertising" creates demand – and car owners will be on the lookout for your tie-in displays. Make sure you get their business. For the name of your nearest supplier, write to Commercial Solvents Corporation, 260 Madison Ave., New York 16, N. Y.

PEAK ANTI-FREEZE · **NOR'WAY** ANTI-FREEZE · **NOR'WAY** CHEMICALS CSC

Rust Master "Pict-O-Poem"

RADIATOR BOILING . . .

When customers drive in with steaming radiators . . .

STOP TOILING . . .

- No Draining
- No Flushing
- No Waiting

There's no need to drain and flush to clean out rust and scale and to improve water circulation . . .

JUST POUR . . .

Rust Master dissolves all rust and scale in the entire cooling system. Just pour Guaranteed Rust Master in the radiator — rust proofs for a whole year . . .

PROFITS SOAR!

It's smart to stock all Rust Master products for More Satisfied Customers — More Profits!

RUST MASTER — LEAK MASTER — SLUDG-MASTER — CARB MASTER — PARTS MASTER

GET IT FROM YOUR JOBBER

CARB WILL SAVE YOUR CAR

HIRSIG

EDWARDS DENNIS

SCHIPP & KUNE

PRODUCTS WORK WHILE YOU RIDE

Chemical Company
Mfg. Chemists

56 CREIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY

New picture-window packages will help you service more Fords!

Genuine Ford Condensers

Genuine Ford Distributor Points

Genuine Ford Spark Plugs

And a special draw-string package for oil filter elements

Special new packaging of fast-moving Genuine Ford Parts enables you to display them attractively to your Ford customers and show that you use the "real McCoy"

Now, Genuine Ford Parts will help sell themselves and your service, too! Attractive, displayable, new draw-string cartons for oil filters—new "picture-window" packages for other fast-moving Ford parts will let you "showcase" these high profit items. And, when your Ford customers see that you carry the *right* parts, they will know you're the fellow to do their service work. Stock up on these newly packaged Ford parts. Display them prominently. That's the way to set your cash register a-ringing.

GET THIS SIGN

Ford owners look for this sign. And it's easy to get. Mail the coupon, and get full facts. You'll pull in more Fords than ever before.

GENUINE Ford PARTS

MAIL THIS COUPON ▶

PARTS AND SERVICE SALES DEPARTMENT
Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

FIRM NAME _____

INDIVIDUAL'S NAME _____

ADDRESS _____

CITY _____ STATE _____ J

FOR THE LUSTRE THAT LASTS!

SIOUX WASH MITT

Fast and pleasant to use because it prevents cold water from chilling the hand. The men who sign the checks like them because they outlast most others. Made of special Dynel and Wool, neoprene coated inside.

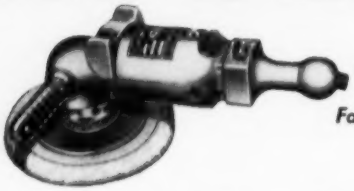
SIOUX AUTO POLISH

Quickly and thoroughly cleans and polishes all lacquers, synthetic and enamel surfaces that have become dull with traffic film. Cleaning and polishing in one operation, it restores the brilliant lustre and fullness of color of the original finish.

SIOUX-VENIR IT!

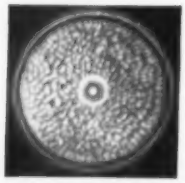
SIOUX VENIR WAX

For machine and hand veneering. Plastic base combines with durable compounds to produce a hard glazed finish of lasting beauty.



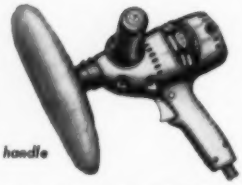
SIOUX PORTABLE POLISHER No. 1200 Heavy Duty

Favorite of professionals



SIOUX POLISHING PADS

Deep, thick, tough, long-lasting wool nap on strong canvas back, run true and smooth to produce the finest finish. Recommended for polishing and waxing.



SIOUX PORTABLE POLISHER No. 1202

Light and easy to handle

SIOUX

USE SIOUX ALL THE WAY THROUGH

Standard the world over!

ALBERTSON and CO., INC.

SIOUX CITY, IOWA, U. S. A.

ELECTRIC IMPACT WRENCHES • GRINDERS
FLEXIBLE SHAFTS • POLISHERS • SANDERS
HAND SAWS • DRILLS • ABRASIVE DISKS

Nation-wide Survey of GM Dealers and Customers Shows:

98% OF PRESENT OWNERS WOULD NOT BE WITHOUT

Safety POWER STEERING

IT'S GOT TO HAVE SAFETY POWER STEERING!

A sensational repeat sale record that means repeat profits!

Frankly, *Safety* Power Steering is *habit-forming!* Once a driver gets used to it, he won't get along without it. That's another big reason why *it pays to push S.P.S.*—once you let it sell itself in a thorough road demonstration, it keeps customers coming back for more—*automatically!* That means *automatic extra profits* every time they buy another car from you. That's why the *smartest* dealers and salesmen are pushing *Safety* Power Steering—*hard!* Saginaw Steering Gear Division, General Motors Corporation, Saginaw, Michigan.

IT PAYS TO PUSH

Safety POWER STEERING by Saginaw

NOW IT'S PRICED TOO LOW TO PASS UP!

Now Ready to Help You

Now—more than ever before—your customers' engines require scientific spark plug service. High compressions, high horsepower, super-octane fuels and heavy traffic make clean, efficient spark plugs a must for satisfactory performance.

THE ANSWER is the NEW CHAMPION SPARK PLUG SERVICE PANEL.

Every employee becomes a spark plug expert when you install the new Service Panel:

- *Spark Plug Analysis* clearly illustrates spark plug conditions usually found when plugs are removed. Enables you to determine normal and abnormal spark plug conditions, recommend proper replacement and sell other engine services where need is indicated.

- *Service Procedure* through step-by-step illustrations shows proper procedure for removing, servicing and reinstalling spark plugs.

- *Tool Mounting Panel* prevents loss or mislaying of your spark plug tools and saves you time, thus making spark plug sales even more profitable.

Every customer gets and appreciates the benefits of specialized analysis and service methods. His opinion of your service increases accordingly!

Every Champion merchandiser will find that the New Service Panel definitely will boost sales, service and customer goodwill!

Contact your wholesaler now and get your New Champion Spark Plug Service Panel in operation. Get the jump on your competition for fall-changeover business with this practical and profitable merchandising tool!

Sincerely,

Jim L

PRICED AT ONLY $6.95

Merchandise More Spark Plugs and Increase Service Profits!

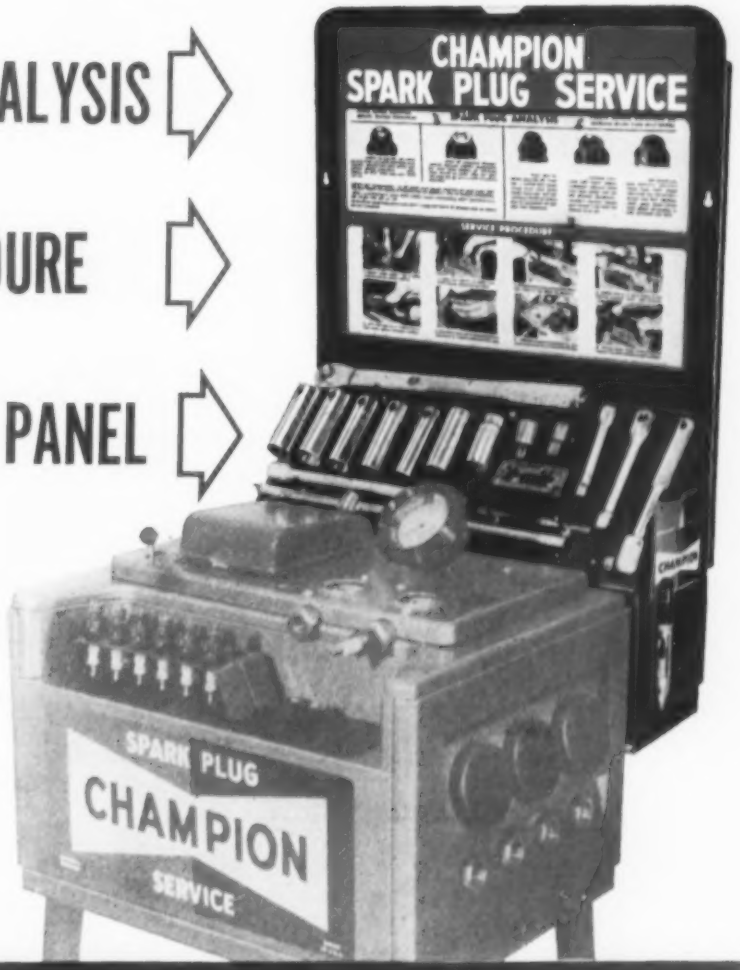
THE NEW CHAMPION SPARK PLUG SERVICE PANEL

—easily attaches to any 500, 600 or 700 Series Champion Service Unit, floor or bench models. Also equipped with slots for wall mounting—

SPARK PLUG ANALYSIS

SERVICE PROCEDURE

TOOL MOUNTING PANEL



SPECIFICATIONS

Sturdy 22-gauge construction. Illustrations lithographed on steel for durability.

Height 27", width 19½", depth 6".

Individually packed, wt. 12 lbs.

All shipments from Montclair, N. J.

Tools shown on tool mounting panel are not furnished with unit.

INCREASE SPARK PLUG SALES BY ESTABLISHING A SPARK PLUG SALES AND SERVICE CENTER WITH THIS MODERN CHAMPION SERVICE PANEL

Want more facts? Use Reader Service Card Page 100

WOW!

I just saw the NEW

COLUMBUS Velvet-ride SHOCK ABSORBERS

You've heard automotive men speculate about it...you've heard the American public unknowingly wish for it for many years. NOW, you can confidently and enthusiastically offer your customers the NEWEST, most EXCITING, shock absorber ever made.

On the outside, it's bright red in appearance for easy recognition. The familiar single tube, cavitation dome and bellows identify Velvet-ride as another outstanding COLUMBUS Shock Absorber.

Inside, the principle and quality of the famous COLUMBUS Luxury-ride is maintained. "Velvet" will deliver *more control, add easier handling* and in every respect outperform conventional standard-duty shocks of any brand. In COMFORT, COLUMBUS Velvet-ride is *unsurpassed!*

And on the SALES-SIDE—Velvet-ride offers you the greatest opportunity today to get in on the swelling demand for a better ride at a popular price. It's *built RIGHT...priced RIGHT...it is* RIGHT. COLUMBUS Velvet-ride—one of the world's 2 best shock absorbers.

$6.95

LIST (each)

See your Automotive Parts Jobber NOW or write for full details to Sales Department, Hechathorn Manufacturing and Supply Co., Littleton, Colorado

·HECO· *makers of Shock Absorbers for Passenger Cars, Trucks, Farm and Military Vehicles and Industrial Equipment*

The Associates Man . . .

HIS ONLY JOB IS TO SERVE YOU

Shake the hand of a *specialist* in automobile time sales financing. He offers you and your customers *more* than just the now-and-then cash to close one deal, or two, or three. He offers *continuing* co-operation, fast credit approvals, *complete* one-stop finance and insurance service to help you control and close those sales day after day. He offers the "silent partner" backing of one of America's largest and strongest automobile finance institutions. Get the full facts from a full-time *specialist* in helpfulness to dealers—your Associates representative. Just call your nearest Associates office.

The Old Sage says...

"When I'm talking auto financing, I want to talk with professionals—they know how to help."

(The Old Sage is a composite of all the successful dealers we've known in over a third of a century in the field.)

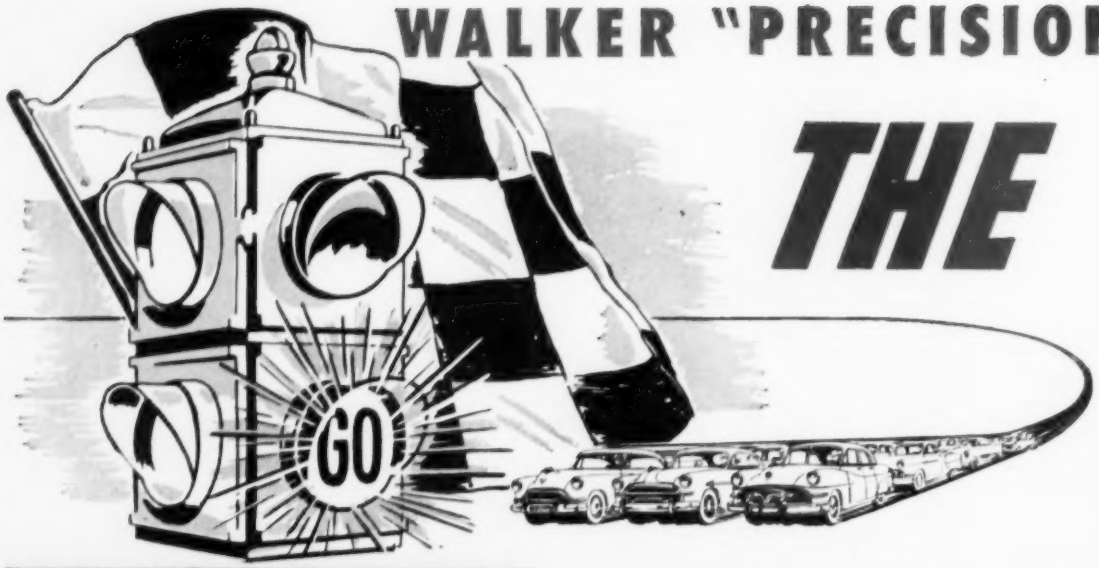
Associates

Associates Investment Company
Associates Discount Corporation
Emmco Insurance Company
South Bend, Indiana

Want more facts? Use Reader Service Card Page 100

WALKER "PRECISION

THE



***GO-FACTOR**
means the ability of the car to get into quick motion

Walker "Precision Tuned" Silencers are a Basic Part of the Modern Engine's "Breathing System" a Vital Influence in the Improved "GO-FACTOR"

In this new generation of engines, the most direct and practical route to the *improved* GO-FACTOR lies through *increased volumetric efficiency* . . . or the improved ability of the engine to breathe . . . to effectively utilize a greater charge or volume of air-fuel mixture and transform it into increased horsepower.

As a basic part of the engine's breathing system, proper exhaust system design exerts a vital influence on car performance . . . on its final horsepower rating . . . on its GO-FACTOR. No longer can yesterday's mufflers meet even the minimum requirements of these new standards.

And once again Walker sets the pace with "Precision Tuning". . . a new generation of Walker Silencers to meet the new, complex problems of a new generation of engines.

Walker "Precision Tuned" Silencers are designed as an integral part of engine design . . . to quiet the heavier power notes of these new, more powerful engines without power loss . . . to specifically solve the new and difficult problems of shell noise . . ."transmission boom". . . "tail pipe bark". . . and still preserve the full measure of "traffic flash" and reserve power designed into every modern automobile.

Yes—Walker "Precision Tuned" Silencers bring out the "GO-FACTOR"!

WALKER MANUFACTURING COMPANY OF WIS. • RACINE, WISCONSIN

Exhaust Silencers . . . Oil Filters . . . Jacks

NOW MORE THAN EVER

WALKER

PRECISION TUNED for the new generation of engines and automobiles—now and to come.

TUNING" BRINGS OUT

GO FACTOR*

Here's how WALKER "PRECISION TUNING" solves THE PROBLEM OF SHELL AND TAIL PIPE NOISE

The intense explosion pulse of the new, high compression, increased horsepower engines creates difficult-to-control high frequency vibrations which may cause tinny, irritating shell and pipe noise.

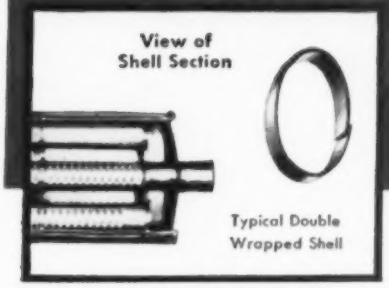
WALKER "PRECISION TUNING"

prevents obstruction to the free flow of pressure pulses which may reflect into the exhaust pipe causing "pipe ping."

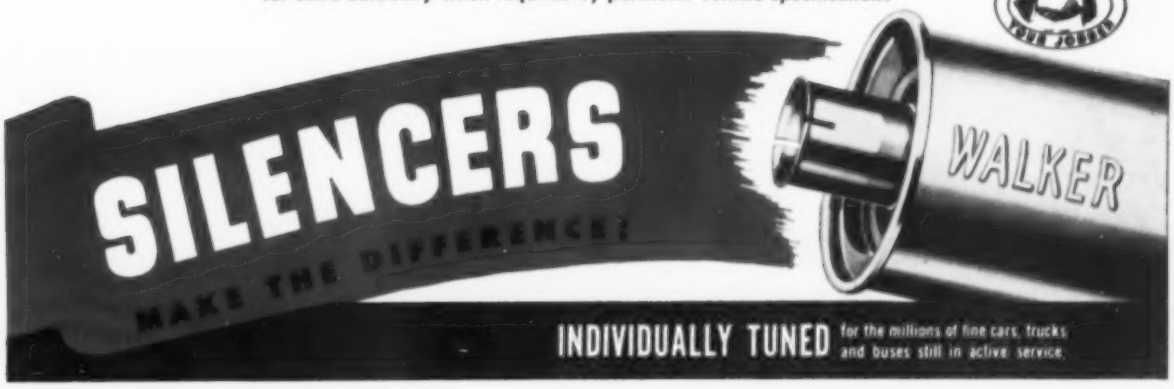
eliminates objectionable "head ring" by the use of specially contoured or [illegible] head constructions.

eliminates objectionable shell noise by using: ✓ double wrapped shells ✓ asbestos "sandwich" shells ✓ costly asbestos wrapped and steel covered shells

VARIOUS WALKER SHELL CONSTRUCTIONS USED TO REDUCE SHELL NOISE



- There are *76 Double Wrapped Shells*
- There are *37 Asbestos Treated Shells*
- There are *37 Hot Dipped Zinc* and *16 Aluminized Steel Shells* for extra durability when required by particular vehicle specifications



INDIVIDUALLY TUNED for the millions of fine cars, trucks, and buses still in active service.

Save Time, Money and Profits with Factory Fresh

SOUTHLAND BATTERIES

When You Want Them...

Where You Want Them...

OVER 40 CONVENIENTLY LOCATED WAREHOUSES

Only Southland features store door delivery from over 40 conveniently located warehouses. This exclusive service means that you can stock a smaller inventory while still offering complete service. It means these powerful, factory fresh batteries arrive even fresher. You'll have fewer customer complaints and adjustments with Southland. Give your battery sales a fresh start, write or wire today for complete details on how you can make greater profits with Southland Batteries.

BOOST YOUR PROFITS

with the exclusive

Electrical Check System

Only Southland dealers are able to boost their profits with the exclusive electrical check system that builds more sales for batteries, generators, starters and regulators.

Wet or Dry Charged Batteries, Custom-Built to meet all Competition.

You'll make higher profits with Southland, because you'll have better batteries in every price range. And all Southland famous Rub-Glas Silvernode batteries come wet or dry charged, to start their active life when they are put in service.

for complete information

WRITE OR WIRE TODAY

ALLIED BATTERY CO.

2040 AMELIA STREET • DALLAS, TEXAS

Custom-built for the South

Southland BATTERIES

Manufacturers of a Complete Line of Wet and Dry Charged Automotive, Marine and Commercial Batteries

The complete HEIN-WERNER line provides the right jack for every job!

Model E1.7F
Cap. 3000 lbs.
Low 7"

Model E3.9A
Cap. Tons 3
Low 9"

Model E5.9A
Cap. Tons 5
Low 9"

Model E8.9A
Cap. Tons 8
Low 9"

Model E12.9A
Cap. Tons 12
Low 9"

Model 20.10AA
Cap. Tons 20
Low 10"

Model 30.11AA
Cap. Tons 30
Low 11"

Model 50.12AA
Cap. Tons 50
Low 12"

Model 100.12AA
Cap. Tons 100
Low 12"

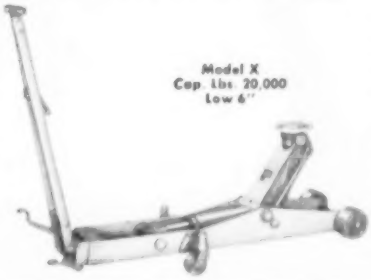
Model V-1.20
Cap. 3000 lbs.
Low 4½" to 15¼"

Model O'BOY
Cap. 2500 lbs.
Low 4-5/16"

Model WS
Cap. Lbs. 3000
Low 4"

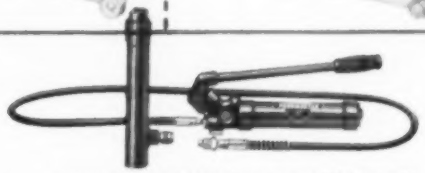
Model K
Cap. Lbs. 4000
Low 4"

Model GG
Cap. Lbs. 8000
Low 4"

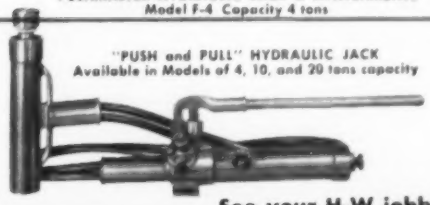


Model X
Cap. Lbs. 20,000
Low 6"

ADJ. STANDS
Model CS-2.12
Cap. 2 tons
Low 12"
CS-7.18
7 tons 18"



PUSHMASTER HYDRAULIC JACK & ATTACHMENTS
Model F-4 Capacity 4 tons



"PUSH and PULL" HYDRAULIC JACK
Available in Models of 4, 10, and 20 tons capacity

Model "55"
Cap. Tons 1½
Low 8"

Model "Screwball"
Cap. Tons 1½
Low 8"

See your H-W jobber today or write us for details.

HEIN-WERNER CORPORATION, WAUKESHA, WISCONSIN

Hein-Werner HYDRAULIC JACKS

HEIN-WERNER MANUFACTURES AND SELLS MORE HYDRAULIC JACKS THAN ANY OTHER COMPANY IN THE WORLD TODAY!

INCREASING DEALER PROFITS EVERYWHERE!

The Raybestos 7 POINT BRAKE CHECK

1. Pull front wheels and inspect linings
2. Check brake drums
3. Inspect front wheel bearings
4. Clean brake assembly
5. Check hydraulic system
6. Adjust brakes
7. Road-test brakes

And with the Raybestos Plan you can charge for every check you make!

This is the complete new Raybestos selling "package" that is pulling in the brake work

USE IT TO INCREASE YOUR BRAKE SERVICE BUSINESS

POWERFUL NATIONAL ADS like this one are urging car owners to get the Raybestos 7-Point Brake Check. Tie in with them. Let them increase your business, too. This new brake service profit plan is really moving the famous products shown at the right. Watch for these ads to run.

RAYBESTOS LINED SHOES "CONTOUR GROUND" A special process developed by Raybestos. The shoes are carefully ground for proper belly contact . . . inherent springiness of shoe assures correct contact at heel and toe. No spongy pedal action—no high spots.

RAYBESTOS PG SETS All Raybestos Brake Linings are Proving Ground Tested for greater highway safety. And only Raybestos linings are made by 7 different manufacturing processes to assure just the right combination for every make and model car.

GET WITH IT, DEALERS. THIS PLAN HAS REALLY GOT IT! (see your jobber for details)

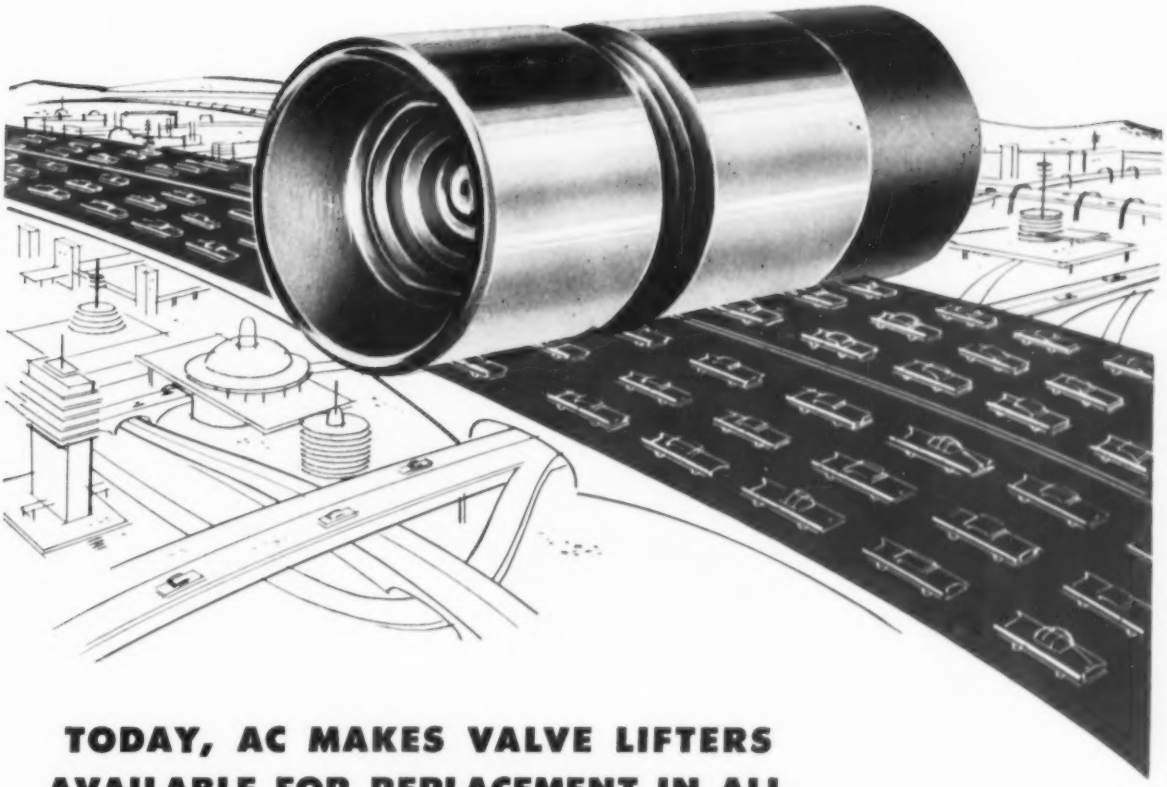
Raybestos

AMERICA'S BIGGEST SELLING BRAKE LINING

RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., BRIDGEPORT, CONN.

RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks Clutch Facings • Fan Belts • Radiator Hose • Industrial Rubber, Engineered Plastic, and Sintered Metal Products • Rubber Covered Equipment • Asbestos Textiles • Packings • Abrasive and Diamond Wheels • Bowling Balls

NOW one valve lifter line provides complete coverage of the new car market!



TODAY, AC MAKES VALVE LIFTERS AVAILABLE FOR REPLACEMENT IN ALL VALVE-LIFTER-EQUIPPED NEW CARS!

This is news, great news! Now, there is *one source* for all your new car valve lifter needs . . . and for the vast majority of older valve-lifter-equipped cars on the road. And, there lies opportunity! Your share of this huge market is virtually yours for the asking with valve lifters engineered and built by GM—distributed by AC for replacement.

One more point: To assure customer satisfaction, *always replace in sets.*

PRODUCED BY GENERAL MOTORS

Precision-engineered to the specific requirements of the individual engine, these valve lifters are built to the highest standards of General Motors quality. They are packed in cartons under the car manufacturer's name and number.

MARKET GROWS 50,000,000 UNITS PER YEAR

At present production rates in the automotive industry, more than 50,000,000 valve lifters go on current car production. And, today, there is a more than 100,000,000-unit valve lifter replacement market for cars built by General Motors alone.

OBTAINABLE PROMPTLY FROM

YOUR AC SUPPLIER

AC SPARK PLUG DIVISION GM GENERAL MOTORS CORPORATION • FLINT, MICHIGAN

Know what you buy

Buy what you know

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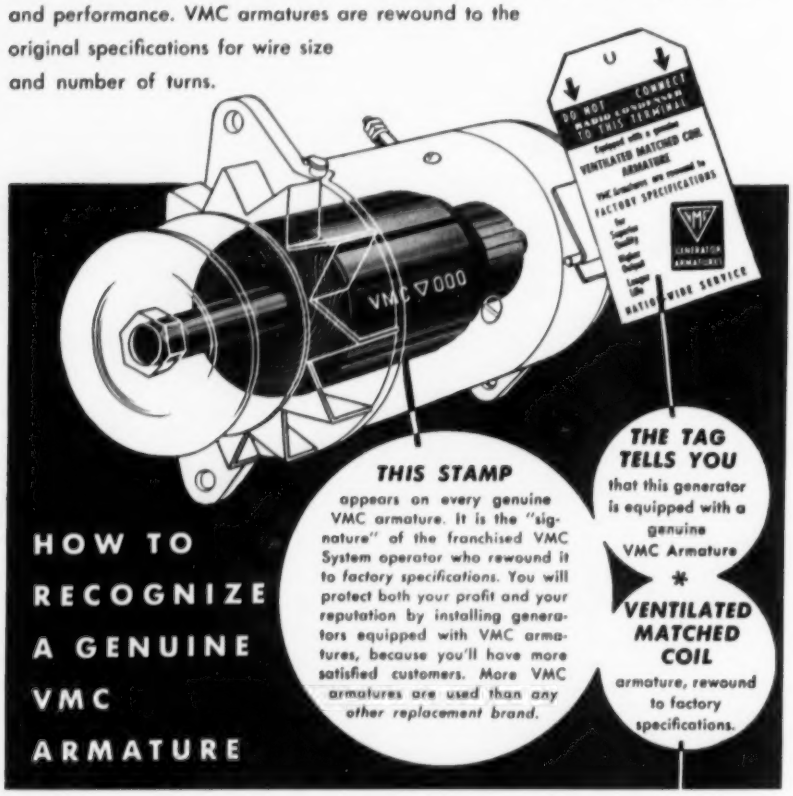
VMC* Generators and Generator Armatures

You will be assured of better, more dependable generators with longer life and higher output when you insist on VMC. VMC generators are equipped with *ventilated, matched coil armatures* which duplicate the original in appearance and performance. VMC armatures are rewound to the original specifications for wire size and number of turns.



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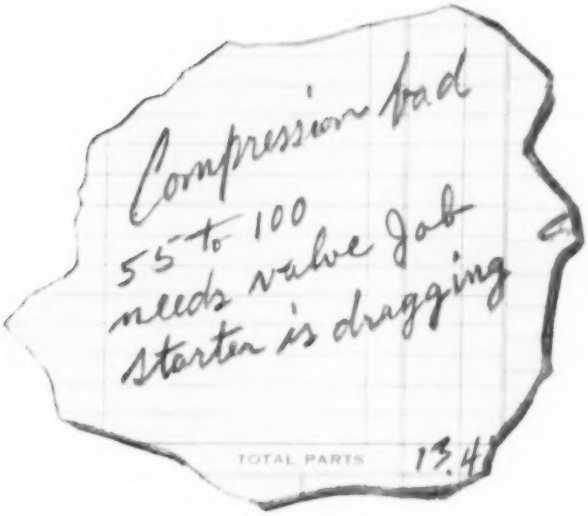


Look Ahead to More Jobs

—and at the same time protect your shop from customer blame.

By Ruel McDaniel

O'QUINN Auto Service, 4512 Kelvin Street, Houston, has found a way to step up service sales and at the same time guard against unfair complaints from customers for repair services rendered.

When A. L. O'Quinn, owner, writes up a service ticket, he includes more than merely an itemized list of the parts and services performed. This is possible because he or his mechanics make a pretty thorough check of every car that comes in, regardless of the actual work to be done on it.

For example, a customer may bring in his car for a brake-lining job. The shop performs this job, but before turning the car back to the customer, a mechanic or O'Quinn himself checks it to test compression, inspects the lights, checks the front-end assembly and listens to the motor to determine if anything should be done to make the car perform better.

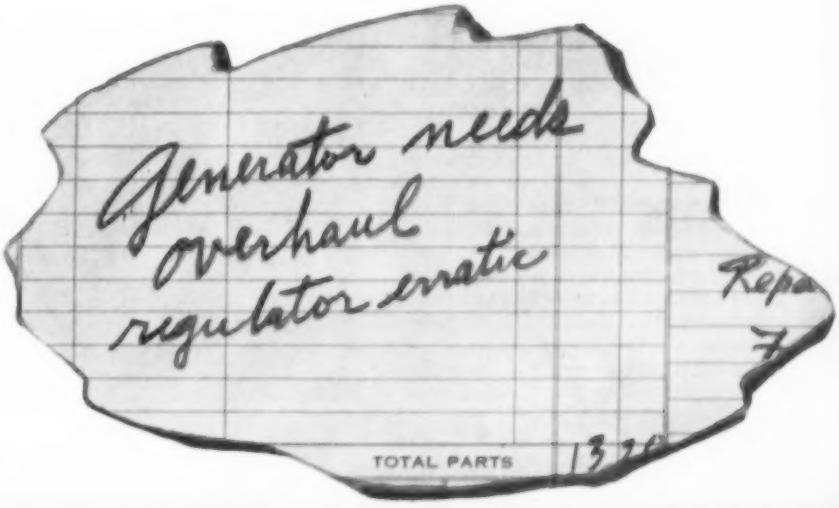
With the facts revealed by this check before him, O'Quinn then writes up the job ticket, listing all that was done. And in a space, usually down in the left-hand corner of the job ticket, he lists other things that should be done to the car to put it in good running condition.

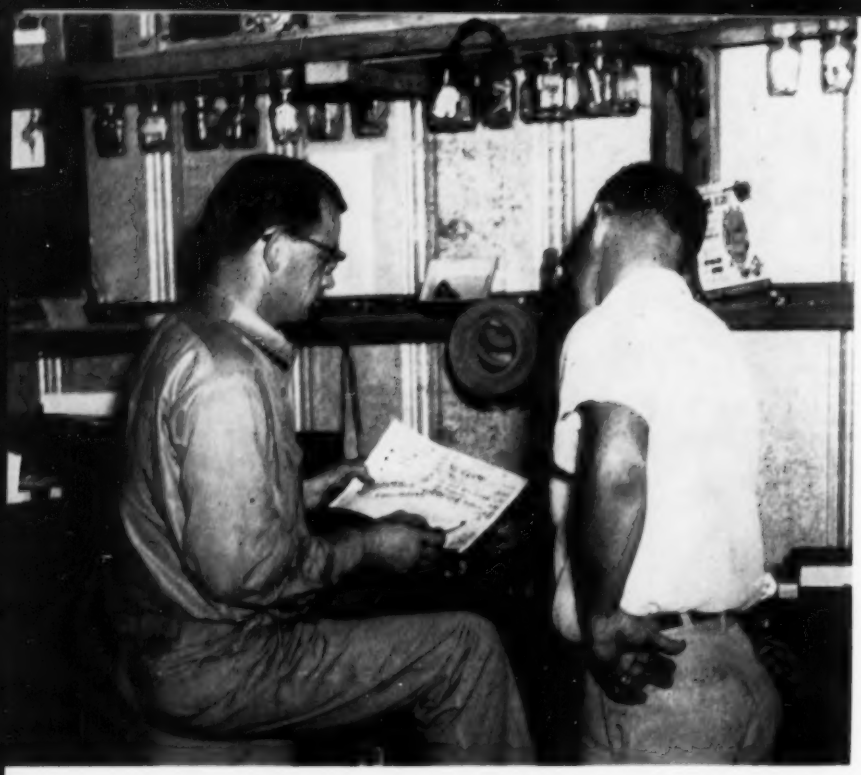
He writes on one ticket, "Front-end needs aligning," the car probably having been brought in for a tune-up. On another ticket may be the notation, "Generator needs overhaul — regulator erratic, may need repairing."

One notation reads, "Compression bad — 55 to 100#. Needs valve job. Starter is dragging."

O'Quinn declared that nearly all customers appreciate the notations and many of them make appointments to have the recommended work done later.

"Now and then a new customer is skeptical," he said. "The other day a man brought his car in for the first time. I noted on his job ticket that his generator needed overhauling. He didn't say anything. But a few days later he brought his car back and ordered the generator job. He told me he thought maybe that was just a





Garageman O'Quinn explains to customer the results of a check of his car and recommended repairs to be done in the future. These repairs, of course, had been indicated on order form during usual inspection.

gimmick to get more work, but when he took his car to two other mechanics and both told him the same thing, he was convinced. I think he'll be a regular customer from now on."

One woman who assists in writing a local newspaper column was so impressed with the idea of telling a customer what else the car needed that she wrote about it in the column. That brought the O'Quinn shop still more business.

"Besides producing additional jobs for us from the same customers," O'Quinn pointed out, "the idea also is a sort of complaint insurance, too."

He explained it this way:

A customer has a tune-up job done on his old car. O'Quinn, in checking, notes that the generator is in bad shape and makes an entry on the job ticket to that effect. Three days later the customer comes back, complaining that he just paid for a tune-up job and now look at his car! It's behaving worse than before!

The mechanic checks and sees that the generator has about gone out, is causing his trouble. He then calls O'Quinn, who produces the job ticket on which he recommended a complete generator overhaul. The customer is convinced that he got his money's worth insofar as the tune-up was concerned and orders the generator work.

"Some car owners are so ready to blame the mechanic that a man may have his brakes adjusted and then blame the garage if his lights go out the next day," O'Quinn said. "By noting on the job ticket what else should be done to the car, and then when trouble develops from the sources mentioned in these notations, we are on record with the customer beforehand that his car needs the service and he is not so ready to blame us for his new trouble. We will have forewarned him."

A specific instance occurred recently to show the value of this idea. An owner brought his car in for a battery charge. On his ticket was the notation that the starter was dragging. The very next day after the charge job, the customer ranted over the phone that he'd paid for having his battery charged the day before and now it was dead. What was the shop going to do about it?

A quick check showed that the starter simply had stuck and the car wouldn't start. The customer knew so little about cars that he blamed the battery even though it showed plenty of power.

When O'Quinn explained to the customer what caused the trouble and pointed to the notation on the job ticket, the customer grinned sheepishly and ordered the starter work.

That his simple selling idea has worked well is proven by the fact that he started his business as a service at his service station on Houston's South Main Street. He adopted the policy a couple of years ago on all mechanical jobs he did through the station. Business kept growing until it over-ran the service station and its added facilities. It forced O'Quinn to build a garage elsewhere.

"Now?"

Cars incoming for service drive on either side of the reception office, which appears below "Deal Buick Service" sign. A porter moves them up the ramp at left to waiting lot, from which a mechanic moves them on the upper level inside service department, which is on second-floor level. Top arrow indicates control "tower," which has pneumatic tube connection with reception office to receive repair orders. Bottom arrow indicates side door leading into first floor where cashier is paid—and service customers inevitably see new cars.

Streamlining Shop Traffic

MECHANICS, the boss and the cash register are all happy over the change inaugurated earlier this year in handling service customers at Deal Buick, Inc., in Asheville, N. C.

The mechanics are pleased with the fairly inexpensive innovation because they're making more money in the same number of hours.

Walter A. Deal is smiling because not only has the shop volume jumped, but in the first 60 days his system was in use ten new Buicks were sold as a result of the much heavier showroom traffic.

The cash register is assumed to be tickled, if cash registers are supposed to be more cheerful when they're busier and bulgier!

What happened didn't take a big pile of money, as Deal explained it.

Previously shop customers drove up a ramp, turned right and waited their turn—out in the elements just outside the entrance to the shop—for the service manager to wait on them. Then they had to walk back to the street.

Later they came to the shop and paid for the job. Under such conditions they seldom had occasion to enter the showroom on the first floor.

The dealer already owned the adjacent lot. On it he has erected a canopy which will cover nine cars—space for eight incoming cars and on the outer side (at far left in photograph above) space for one car ready to leave with its owner. In the center of the eight incoming "stalls" (four lanes two-car deep) was placed an office for service salesmen.

Driving in right off the street, the car owner is immediately under shelter. As he steps out, he gives instructions to the salesman. At the same time a man is placing covers on the front seat to avoid any possible soiling by handlers later.

A porter moves the car on to a new waiting lot. The customer can run by the showroom now and still stay under cover, should he desire. Later, when he returns, he goes in there to pay.

The work order goes by tube to the control "tower," where the op-

(Continued on page 80)

Walter Deal, who lost the "Deal" in his name when the control tower was constructed in photo above, swears that through portal below enter the world's best people—his service customers. A smiling cashier greets them, and so can the car salesman whose office is across the aisle. He attributed the sale of ten new cars to this layout the first 60 days of its use earlier this year in the city of Asheville.

A defective and worn tailpipe is called to customer's attention. How about the muffler, shocks and other easily spotted items which may be ready for replacement or service? At this shop they search for jobs.

Sales Contests Added 25% to Our Volume

By ERVIN STROSNIDER
Secretary-Treasurer, Woodmoor Esso Service, Inc.
Four Corners, Maryland

CONTESTS we inaugurated about a year ago to increase sales volume have done just that.

They have brought us an overall gain of 25%. Individual items have shown gains ranging from ten to 40%.

When we decide on an item for a contest, we have an informal buffet supper for our 23 employees in the basement recreation room of my house, and we talk about the sales features of that item, how it is applied for greater efficiency or safety, how we can approach a customer on it, how to close the sale, and settle any questions that may come up. These sessions may last a couple of hours.

To give you a more rounded picture of what takes place, it may be best for me to sketch broadly our sales approach on one or two items.

Let's take a look at shock absorbers.

The major percentage of our shock absorber volume comes from check-up on the lube rack and wheel-balancing machine. Good shocks, we point out, mean less wear on the tires, reduced wear and tear on front-end parts, mean a smoother ride and greater road stability.

Our men are asked to watch tire mileage. If a car over 28,000 miles appears in our shop, we inquire whether shock absorbers have been replaced. There are also safety factors involved, we point out to customers. A faulty or worn shock may mean a swaying or bouncing car at high speed would not take much to put it out of control.

We discuss with our personnel the fact that the old shock absorbers were a service item, while today's are not serviceable, and so people overlook them. When they are checked and called to the public's attention, there is good response on them.

Now take tires.

When a contest is on, the station attendants note every tire coming in. If it is a winter month, we point out that new tires have greater traction. With more tread there is less likelihood of skidding, and so new tires mean greater safety. There is an economy factor, too, in new tires. There is less likelihood of picking up nails — less chance of a flat or blowout. These points are all brought to the customer's attention.

(Continued on page 74)

"Tires as smooth as this are not safe," the employee points out. The contests, running usually from 30 to 60 days, spotlight only certain items. A buffet supper at the boss' home kicks off such sales plans.

A "come-back" posted against a mechanic's record means the loss of a $10 monthly cash award.

A Simple Profit-Sharing Plan

It generated cooperation which increased production by 25% and cut tool and equipment maintenance by 75%.

By WILLIAM A. BARBER
Owner, William A. Barber
Esso Servicenter
Washington, D. C.

OUR profit-sharing plan has put our employees into business alongside of me. They share net profit with me, they help direct the business along with me at monthly meetings, they are as greatly concerned with overhead costs as I am, and as watchful of each man's daily production as I am. Our cooperation has increased production by 25% and has cut tool and equipment maintenance by 75%.

There's a free exchange of ideas as we consult each other on what's the best way of going about raising a man's production, merchandising an item, more careful handling of a piece of equipment, or settling an employee's complaint on a come-back.

"What can we do about it?"

"What's the best way of meeting this situation?"

These are questions that are constantly confronting all of us because our 14 profit-sharing employees have as great a stake in profits and keeping our company out of the red as I have. Decisions are not *mine;* they are *ours.*

After six months of employment, the question arises at one of our monthly meetings on voting a new employee into the profit-sharing plan. During his six months every one of us has been alert to his quantity and quality of production, his approach to customers, his careful handling of tools and relations with other employees. We regard him from the viewpoint of "Would he make a good profit-sharing partner?" A vote is then taken.

In our profit-sharing plan 25% of net profit is drawn by me and 75% is divided among our 14 employees in a graduated scale on the basis of each man's total annual earnings.

If net profit is $10,000 (to use a hypothetical figure) and $2,500 is drawn by me, then $7,500 is divided among our five service station salesmen, service station manager, shop foreman, four mechanics, one lubrication man, one car wash employee and bookkeeper. Payments are made once yearly right after the books are closed.

The mechanic whose earnings are $6,000 a year may receive a bonus of $540, whereas a mechanic whose earnings are $4,000 may receive $360.

A profit-sharing plan makes employees keenly aware of the meaning of every penny coming in and going out. A mechanic in the shop will get jumpy if a customer is kept waiting at the pumps. The entire shop and station become concerned if Jim or Bill failed to check a water hose for leaks, and an irate customer returns complaining of a faulty job in the sealing unit which caused anti-freeze to seep out.

It would be everyone's business if Mike dropped an air cleaner into a customer's radiator during a tune-up and caused damage. Mike or Jim or Bill would be hauled over the carpet for any slip-up that impaired customer relations.

Owner William A. Barber studies individual production and sales records of each employee daily. Soft spots are pinpointed in this daily analysis and immediate corrective steps are taken, as the profits to be divided later are determined by how each man carries his own load.

On the other hand, they would stand to a man behind the mechanic unjustly answering to a customer's complaint that a radiator cap was left off when the real cause was dropping off through rusted cap prongs for which one mechanic could not be held accountable.

A profit-sharing plan makes the men see misuse or abuse of equipment that they never noticed before.

Our men rebuked a careless employee once who allowed the tow chains of our crane to drag on the concrete. The repair bill came to $12.50 and we figured it cost us another $15 while the truck was tied up.

They asked each other, "How can we run a business profitably when an employee responsible for greasing the air compressor neglects to do so and it burns up?" They grumbled when they could not use their tools for lack of an air compressor, and saw it costing them money out of their own pockets when a bill for $217 came in.

They watch telephone costs. They dislike denying a customer the use of a telephone, but they make certain the customer is referred to a pay station.

Even small items do not escape their attention. An employee who carelessly drives a car over a brush and smashes it is reprimanded by them. A brush costs $1.15.

Our wash boy knows that soap powder costs $46 a case, and he measures out only the amount required to wash a car. He's watching overhead — and his yearly share in net profit.

Every nut and bolt are put on a ticket by the parts department, and a wrong size must be returned and recorded on the ticket before a substitute is issued.

To the shop that wants to cut overhead costs, I would recommend getting its employees in on a profit-sharing plan. For every $4 that we used to pay for tool and equipment maintenance, we now pay only $1.

Every one of us watches comebacks like hawks, because a comeback means time spent in redoing a job without compensation, and we're all losers.

We have a star sheet on which we post come-backs against a mechanic's name. A clean record for a month means a $10 award. But a come-back during a four-week period means no $10 award. To a mechanic on a profit-sharing plan there is the added loss of good production time, which again affects his pocketbook.

Our organization meetings clear the air of discontent and imagined injustices. An employee who cannot get along with someone working next to him, or thinks he was unjustly treated by having to do a job over again at 5:30 p.m. when he was ready to quit can stand up at this meeting and freely declare himself. He will be heard attentively, the men will discuss and determine his case and take a vote on settling it fairly. It is a healthy procedure that puts us all back on friendly terms.

We keep a daily record of each man's labor and parts sales. This is not only for computing commission

(Continued on page 72)

The profit-sharing plan, under which eligible employees take 75% of the profit and the employer gets 25%, keeps employees concerned with how best to merchandise. Here two station attendants consult with William A. Barber (standing) on putting steam behind sales of tires.

Miking Job Flow

By Donley Lukens

THE combination of a flexible promotion program and a packaged service control system has increased service sales at B & L Motors, Inc. (Oldsmobile), North Wilkesboro, N. C., more than 300% since January 1, 1954. At the same time it improved the service department's ratio of profit to sales.

A more even flow of work into the shop has been the primary factor in improving the profit ratio. Labor sales for February, which is traditionally the poorest month of the year in this area, were $9,667.55, while labor sales for April, a normal month, were $10,280.03. The difference of $513, or about 5%, compares with a difference of 21% in another shop.

Paul W. Newton, vice-president in charge of service, thinks it has also been an important factor in helping to maintain a better balance between different types of work in the shop at any given time.

It has also enabled them to cash in on new equipment, installed when they moved to their present building in November, 1953.

Labor sales for one front-end mechanic and one helper were $11,474.19 in 1954. A record like this means rapid amortization of the capital invested in the shop's new alignment machine.

The same thing applies to their new frame straightener, wheel straightener and other equipment.

Their service control system consists of a 124-compartment pigeonhole cabinet, arranged in four rows of 31 compartments each; stock service record cards; a daily sales summary, and a monthly work analysis. The latter two are a part of their accounting system.

A standard 3 x 5 service record card is made out for every new- and used-car purchaser, and every service department customer. Each card has enough spaces to record date, repair order number, lube or other, and comment on 34 visits.

Each day's repair orders are entered on the customers' service record cards.

New- and used-car purchasers receive a "thank you" card which invites them to make use of the service department. Service customers receive a double post card inquiring if the service was satisfactory. The return portion of this card asks the usual questions, with spaces for the customer to check "Yes" or "No," and ample space for comment.

All repair jobs receive a rigid inspection before delivery, so complaints or indications of unsatisfactory service on these replies are rare. When they do occur, the customer is immediately contacted and urged to bring the car back.

One such case picked at random was a man who reported the work on his carburetor had not corrected excessive gas consumption. They called for his car and rechecked the carburetor. The final upshot was a new carburetor was installed in his car at no cost to him.

"The word-of-mouth advertising you receive from a case like that pays off. The customer never gets through telling his friends how fair you are," says Newton.

The four rows of compartments in the cabinet are marked from top to bottom one to 30 days; 31 to 60 days; 61 to 90 days; and 91 to 120 days, respectively.

Each day cards are removed from the bottom row compartment of that date.

There is no definite rule for the disposition of these cards, but usually efforts to contact them and bring them back have been pretty well exhausted by the end of the 120 days, so the cards are filed and the follow-up dropped.

Cards of customers who have not been in for 90 days are then taken from the third row compartment. A regular follow-up post card goes out to all of them; then cards are carefully gone over and evaluated before being placed in the lower compartment. Customers who have been regular are contacted personally by either Mrs. Sally M. McCollum, in charge of service control, or Newton.

No effort is spared to bring back

(Continued on page 76)

Constant checking on regular customers has helped level out the peaks and valleys of shop volume. Mrs. Sally M. McCollum, in charge of service sales control, and Paul W. Newton, vice-president in charge of service, confer on each case when a regular fails to come back.

Scarcity of Mechanics Is Serious

THE shortage of skilled mechanics in this country (estimated at around 100,000) may be expected to continue until:

The rate of pay is raised where it will compete with what bricklayers and some other skilled help get; and,

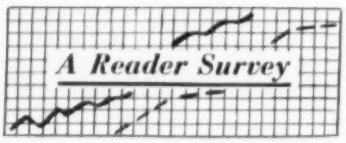
People just like you who are reading this do something about it, probably in the form of setting up your own system of training or encouraging local school folks to create real courses of instruction.

Those are prime conclusions from a survey mailed over the South and Southwest to 400 garagemen and 400 dealers last month. The answers poured back in. They told of shortages described as "critical" by 56% of the respondents, as "not so bad" by 28% and "enough to meet needs" by 16%.

Only one reply listed a surplus of skilled men. This came from M. Z. Vaughan of Vaughan's Garage, Leaky, Texas, who said:

"We trained plenty of mechanics in the veterans' school. There are always some young boys interested in mechanics. We are in a small ranching community where there are three shops and no car agencies and we all help the public school in mechanical training. The public school has all of our veterans' school equipment.

"Garner Park is south of Leaky



and the Frio Canyon is north of us. Fishing is good and the best white-tail deer hunting any place!"

Forty-nine per cent of the replies said the shop force was the same size as two years ago, 33% said the size was up (to as much as ten additional men in some metropolitan dealerships) and 18% had less men.

Mechanics are being recruited variously, said the replies.

Some operators said frankly they were doing nothing to safeguard their supply of shop men. Some admitted they were forced to pirate other shops, while a goodly percentage reported they were training their men where they could find any mechanically inclined. Some pointed out they were training young men while knowing the armed forces would soon be picking them off.

Many replies reflected this comment by a veteran service manager of a big dealership in a large city:

"I could use four good mechanics right now. I would put them to work in the morning, and yet I don't know where to obtain them."

The trouble "with too many dealers," commented one service manager, "is they are not interested enough in their mechanics to send them off to school."

Too, it was pointed out, the mechanics have to handle comebacks frequently on their own time, which, with the already comparatively low rate of pay, doesn't make the vocation any more attractive.

Higher pay alone may not do the job, observed one shop man.

"You may have to give them some added fringe benefits and we are going to have to treat them like they are really one of us," he commented. Improved working conditions often will attract or help hold skilled men, he asserted.

A run-down of the replies by states included:

Alabama

Chevrolet dealer—"Been obtaining mechanics from Owensboro Ky., but could use four more men than now have."

Louis J. Shaia, Shaia's Tune-Up Service, Decatur—"Mechanics do not take pride in their work in this area. They do not know the meaning of a job well done. Have been getting some men through a trade school."

Chevrolet dealer — "Trying to keep mechanics we have rather than trying to obtain other skilled mechanics."

L. H. Davis, Auto Service Co., Inc. (Willys), Tuscaloosa—"Operating with two less men than two years ago and would hire one man if you find a good one."

Mercer S. Thomas, John Thomas Motors, Inc. (Ford), Gadsden—"Would hire five men if could get them. There is definitely a shortage in our area. The major drawback has been the limited earning capacity. Most good mechanics have gone into industry where their earnings are greater.

"We have found that young men are not interested in training for several years to become skilled men. It takes ten to 15 years to make a good mechanic and only one or two to make a carpenter or mason, etc.

"Until all labor rates are raised high enough to enable a man to earn as much as a mechanic as he can in other lines of work, men will be hard to get."

Dick D. Briggs, York Motor Co. (Ford), York—"We have tried to keep one (or sometimes two) apprentice mechanic employed.

"It seems to me that our only solution to our problem is to train —and I do mean *train*—our own mechanics.

"While it is true that only one man out of 25 will turn out successfully, I think that the same mortality rate prevails in most any other line of endeavor.

"If a shop pays the prevailing wage scale or a little above and has pleasant working conditions, it is still possible to attract a few high-type young men as trainees.

"We have at present one trainee who has just about reached the point that he can be called a journeyman mechanic and is still young enough to be able to render many years of service.

"A good shop foreman is a valuable asset in training young mechanics, for it is he who will to a large extent govern the amount and way of training that an apprentice gets."

Arkansas

Elmer A. Adams, Adams Motor Co. (Studebaker-Packard), DeWitt —"We are using local men in our critical-shortage area. We have no mechanics older than 40 years."

Ford dealer—"We are training our men as much as possible."

Lee Lowman, Brown Ford Sales (Ford), Sheridan — "Getting our men locally."

Delaware

Vernon B. Dawson, Automotive Service, Wilmington — "We have enough men to meet our needs, but we don't know where to obtain skilled mechanics. There aren't any; good men go in business for themselves. To avoid excise tax, social security, unemployment

(Continued on page 88)

What They Say about It

"To me, skilled mechanics are very important. I would class them in importance or need the same almost as a medical doctor. I think adequate wages should be offered to entice more young men to become interested in this line of work."

—W. W. Amberger (Dodge-Plymouth), Point Pleasant, W. Va.

"Most good mechanics have gone into industries where their earnings are greater."

—Mercer S. Thomas (Ford), Gadsden, Ala.

"It seems to me that our only solution to our problem is to train--and I do mean TRAIN--our own mechanics. While it is true that only one man out of 25 will turn out successfully, I think that the same mortality rate prevails in almost any other line of endeavor."

—Dick D. Briggs (Ford), York, Ala.

"Have tried to train young men in my shop, but no one is interested enough to go through with it."

—M. W. Elswick, Elswick Bros. Garage, Lebanon, Va.

"We have trouble training men and keeping them. As soon as we get them to where they are worth something, they get lazy and finally end by quitting or we have to let them go."

—Edwin C. Fritts (Chrysler-Plymouth), Marion, Ky.

"Mechanics have always been underpaid. I hope the time will come when they get $5 an hour--and it will come."

—W. G. Proctor (Mercury), McKinney, Texas.

"During my 40 years in the automotive service business I have never seen the mechanic shortage as critical as today. Our present generation of college-educated young men do not care to enter a field that offers anything below their anticipated income during their immediate future and where they will have to dirty their clothes and hands and put forth so much needed muscular effort. Some special inducement must be offered in the immediate future to relieve the situation or else the American public will not be able to get prompt and efficient car repair service."

—Robert D. Willis, Willis Garage, Del Rio, Texas.

"We (Independent Garagemen's Association of Texas) have recently sent our men to a Hydra-Matic school, which was very expensive. We also have been sending them to carburetor and electric schools put on by local jobbers. We now have committees working on the probability of having some mechanics train through our local high schools in Austin."

—Jess Allman, Jess Allman's Garage, Austin, Texas.

On Beale Street

Dewey Shelton inspects twisted joint member of a wreck. His Memphis shop is a busy one.

New tools and techniques are used to cut time. Here an air gun cuts away a quarter panel in half time required by a torch.

By Richard Lane

DEWEY'S Auto Service is on Beale — the storied street and home of the blues in Memphis, Tenn.

But Dewey Shelton isn't "singing the blues."

His shop stays busy and he turns out jobs in a hurry. He doesn't have time for the blues — even if he felt like humming a bar or two.

No, there's no wasted time at Dewey's Auto Service.

"When you save time, you also save money — and win customers," Shelton observes.

That's the way he sums up his shop's operations. And his volume backs up his business analysis.

Shelton has been providing maintenance, repairs and service for cars and trucks in Memphis for 15 years. Dewey's Auto Service is one of the city's best known independent garages.

Shelton isn't afraid to try something new or unusual as long as it will cut time and costs.

"Car and truck service in Memphis is highly competitive," Shelton declares. "An independent has to keep his operating costs low in order to make a fair profit and stay busy.

"We are always on the lookout for ways to keep overhead as low as possible and at the same time speed up service without sacrificing quality or customer confidence."

Just because most garages have been doing repair work a certain kind of way and with certain tools for years and years doesn't keep Shelton from changing over, once he is sold on the advantages of new tools or techniques.

For example, where most shops straighten frames badly bent in wrecks, Shelton prefers to replace the frame with an entirely new one. Here's why:

"We believe replacing the frame, where it is badly bent, makes for a much better job," Shelton explains. "It gives a better line-up on body and fenders.

"And the operation really is very simple. With the right tools, a chain hoist and other equipment, a shop can change a frame practically as quickly as the frame can be straightened, and the cost compares favorably with straightening a frame.

"We figure we can change a frame, on the average, in 12 to 14 hours of mechanic work."

Shelton's mechanics are specially trained in body work. The shop has a foreman, three mechanics, a painter and a paint helper. One mechanic has been with him for eight years.

Shelton's mechanics work on a salary and percentage of the shop's profits.

Dewey's Auto Service specializes in body and fender work, although it also does motor tune-up, brake, spring, light and glass work. It sends out wheel alignment, radiator and transmission work.

The shop speeds its fender work by using an air gun for cutting fenders and quarter panels.

"We prefer this factory-type equipment," Shelton explains, "because it cuts the job in half. Also, there's no danger of fire, such as is prevalent when the mechanic is using a torch.

"This gadget is popular with the men, and by cutting time in half it really makes money."

Shelton's garage has modern equipment throughout, is well lighted and roomy. It has its own paint shop and steamcleaning equipment.

Shelton promotes his paint shop to boost his over-all volume. He paints a large number of farm tractors for equipment dealers who recondition them for resale.

But He Is Singing No Blues

For example, one day recently the Shelton paint crew painted seven tractors.

The garage also makes tractor repairs along with its car and truck repairs. Shelton has found his tractor work quite profitable and one way to take up the slack in shop operations.

A large part of Shelton's car and truck business stems from insurance companies, since the garage specializes in body work growing out of wrecks. Shelton's fast service is another reason why insurance companies like to do business with him.

Shelton believes work that can be attributed to insurance companies may account for as much as 85% of his shop volume.

Shelton operates a daytime wrecker service.

For many years Shelton has advertised on a newspaper business and industrial page that provides newsy articles about his firm along with an occasional picture. He has found this medium effective for his purpose.

With the variety of work his shop does, his problem is to select the right medium of contacting his trade and thereby avoid wasting his promotion money.

The tractor - repair business might best be sought when the weather or season is such that preventive-maintenance work could be sold. Not many tractors are designed to slog around in mud on rainy days. Neither are their operators!

While some garagemen have not been inclined to consider the correct ad media where only a few dollars might be involved, Shelton knows that if he wants to get the tractor business, he should not advertise in the local's Women's Christian Temperance Union journal with that expectation in mind. Rather, the county farm agent or other experts could suggest the best avenue to that trade.

So he has watched out in the past, seeking to squeeze from his ad dollars the best results.

This he knows is simply one phase of watching overhead.

Shelton has been able to keep many customers through the years. He started out as manager of Dave Jolly's Car Clinic, a large downtown garage that did most of its work outdoors by means of a novel system of workbenches and stalls. After seven years, Shelton bought out the Car Clinic and continued to operate it for several years.

On Jan. 1 he opened Dewey's Auto Service at its 688 Beale Street location. The new garage location also is downtown, just one block off Union Avenue's "Auto Row." The new building has off-street parking. The shop and parking lot together are on a site 145' by 187'. The shop is especially convenient for businessmen and downtown firms. Its maintenance service includes washing and greasing.

No, you don't hear those plaintive "Beale Street Blues" at Shelton's place. Nor do you hear the ghostly echo of W. C. Handy's wailing trumpet.

There is music in Shelton's ears, however.

It's the music of hammers and sanding in a busy shop.

The paint booth handles tractors also. As many as seven have been painted in one day for a concern readying them for re-sale market.

W. C. Handy's famous blues composition is a bit different from the sound this man makes!

His Experience Shows—

Front-End Machine Sells Customers

Reader surveys have shown that repairs in brakes and front-end are the most profitable. A garageman, shown above, tells how he lifted his front-end volume from scratch to its present $550 figure monthly.

SAFETY, economy and better car performance are a garage's best talking points in winning front-end volume, according to Rowland Brooks, owner of Brooks Garage, Washington, D. C., where front-end volume brings $550 a month—a gain from practically scratch a couple of years ago.

However, basic to convincing the customer of need for a front-end repair is a front-end machine, a priceless piece of equipment in its psychological effect on the customer, Brooks said.

"It is one thing to look for tire wear and to point out how front-end parts become worn, but quite another when you can pull the car onto a front-end machine and indicate by needles and dial numerals that there's something wrong. We tell them if the front-end is out of line, steering is bad. They invite accidents in fast driving. We tell them that front-end parts wear out more rapidly when alignment is off. But it is the front-end machine that puts a test across."

Checking every car coming into the shop, Brooks indicated that five out of six usually needed a front-end job. He cited illustrations to prove his point.

A woman brought a Dodge in that had been rejected by the District of Columbia's car inspection station. Brooks spotted tire wear and put the car on his front-end machine. The repair required to bring that car into safe operating condition was front-end alignment, with replacement of kingpins, four tie rod ends, control arm, bushings and upper inner shaft, among other repairs, that came to $68.

In another instance where a customer brought his car in for a wheel - balancing job, Brooks proved to the customer on the front-end machine that he needed alignment. He added the warning that steering gear would lock if seriously worn parts were not replaced.

"We put practically every moving part into the front-end construction, a bill that came to around $45," explained Brooks

Approaching customers in the shop with a need for front-end work brought nearly 100% response. Any doubt in a customer's mind was quickly dispelled by the readings on the machine, according to Brooks.

Asked how other garages could increase their volume similarly, Brooks answered without hesitation:

"First, get yourself a front-end machine, the best that is on the market, even if it runs you into an investment of several thousand dollars, for it will pay off many, many times.

"Next, solicit front-end work from the small shops that do not have the machines.

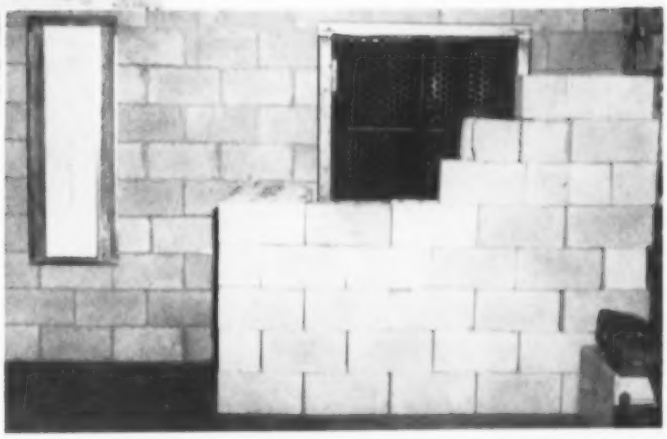
"Be in the brake and front-end business, for out of a major percentage of front-end jobs you will get good brake volume."

As for himself, Brooks liked a small town because it offered most favorable opportunities to expand for the small beginning garage.

He had one more piece of advice for the independent:

"Operate a cash business. You can give your customers better prices. You don't have to add to a cash customer's price the cost of carrying a credit customer."

Dust Takes a Back Seat



Filters are more efficient in this booth. If foreign matter is no problem, then you shouldn't read further.

By Wendell Givens

Top: R. E. Carmack points out the solution to the dust trouble. Two four-section filters were installed at the rear of booth. Dust settling in filters is not shaken loose from their installation in the rigid wall. Above: The concrete-block pens outside the filters help minimize dust intake before it gets to filters. Repairs and replacements for both lighting fixtures (left) and filters can be handled outside the booth.

A SPRAY booth that is virtually dust-proof is in operation at the Jim Burke Buick body shop in Birmingham, Ala.

The booth was planned and constructed by A. V. Padgett and R. E. Carmack, manager and assistant manager of the shop. Unique feature is that the air filters are built into the rear of the booth instead of at the front.

"This is a tremendous improvement," Padgett explained. "In other spray booths filters are built next to or into the doors. When the doors are opened or shut during a paint operation, the dust that has settled in the filters is shaken loose and is pulled through the booth, making a topnotch paint job impossible.

"In our set-up—with the filters in the rear of the booth—the filters aren't jarred when the doors are opened."

Actually, most dust is trapped even before it reaches the filters. Concrete-block pens were constructed on the outside of the spray booth, immediately in front of the filters. Most dust is stopped by the walls of the pen as air is pulled over the top.

Padgett and Carmack, both veteran body-shop men, joined Jim Burke Buick in October, 1954, when the company opened its present body shop.

Both had long been plagued by the spray booth dust problem, so they determined to beat it. They pooled their ideas and came up with the reversed locations for the filters.

Then with the assistance of other employees in the shop, they constructed the booth. By building it themselves they were able to incorporate ideas as they went along.

Twenty-three feet long and 16' wide, the booth is larger than

(Continued on page 80)

Lights were spaced evenly on sides as well as ceiling to assure even distribution. Note ample room to permit movement around the vehicles.

SOUTHERN JOBBERS *and* FACTORY MEN

Gravity Handles Empty Boxes

CHAIN Battery and Automotive Supply, Inc., in Shreveport, La., enlists the aid of gravity in storing boxes necessary for filling and shipping orders.

Empty boxes shown stored well above the floor level in the illustration above rest on a netting of chicken wire. The chicken wire is stapled to a frame made of 2 by 6 lumber, and the frame is held in position, at an angle of about 30° from rear to front, by means of chains which were installed.

One of the supporting chains may be seen at the left rear corner of the frame, depending from a rafter. Chains holding the frame both front and rear, at corners, may be seen at right. A similar support, this one of rope, is used in the front center. All are indicated by the three black arrows on photo.

As merchandise arrives and boxes are emptied, they are tossed up into the pile. As they are needed for filling and shipping orders, boxes are removed from the front of the bin. During this latter procedure, gravity moves the entire stock of empty boxes forward on the unobstructed, wire-netting floor of the bin. Thus a variety of sizes is always within a stretch and reach from the warehouse floor.

Sam B. Grayson, manager, says he got the idea from a book, when and where he does not remember, but this and other ideas were in a file accumulated for the purpose when the company constructed its new building.

Although the frame shown is approximately 30′ long and 25′ from front to rear, Grayson thinks the same idea could be applied on a smaller scale by automotive wholesalers who do not need such a substantial supply of empty boxes. Walking clearance is allowed between the front frame member and the warehouse floor.

Maybe you have a box problem.

Florida Names November For First Convention

BIG names in the state and industry will headline the first annual convention of Florida Automotive Wholesalers Association to be held in Orlando November 13-14, but the women are being counted on to insure a record attendance of the membership.

"We are emphasizing the feminine angle this far in advance so plans can be made to insure the presence of the missus," stated Chas. H. "Chuck" Davis, executive secretary.

"We feel she has earned the reward of enjoying the special entertainment that is being prepared for her, for she is an important factor in her husband's business, whether she is active in it or not.

"We believe also that it will be beneficial to all concerned for the wife to see her husband's association at work—to observe first-hand how industry problems are met and resolved. Certainly the presence of the distaff side of the family at any convention contributes materially to the fellowship and social phase of association membership.

"We're strong for the gals—and we're going to make their visit to Orlando one of the most enjoyable occasions they ever experienced."

Membership in FAWA now embraces 63 wholesalers.

Ted Nelson of Berner-Pease, Miami, is president.

Tarheel Joins Cotton States

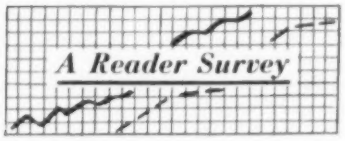
Rea Auto Supply, Inc., Asheville, N. C., is now affiliated with Cotton States, it was announced last month.

"**George Bennett**, counterman, who lives at Ellijay, left us because of the distance from his home. He now travels for **Service Auto Parts**, Copperhill, Tenn. **Jerry McClendon** has been employed to do clerical and counter work," **Ray C. Birdsall, Piston Ring & Supply Co.**, LaGrange, Ga., announced.

97% Report Sales Volume Is Higher, But Net Profit Drags Along Behind

NINETY-SEVEN per cent of the wholesalers of the South and Southwest answering a questionnaire sent to 350 reported their gross sales the first six months of this year were above the same period of 1954.

A distasteful fly in the ointment was net profit, which was found straggling behind the '54 figure in some cases. Overhead had too frequently kept in step, or ahead, of the rising sales. A lagging collections picture didn't help matters, either.



None of the reporting jobbers listed a sales decline, while 3% said their sales were the same.

Even the coal area of Kentucky and West Virginia reported a brighter hue. One Kentuckian listed a sales rise of 9.9% and this was topped handily by a firm in the heart of the West Virginia coal fields whose increase was 20%.

One Houston, Texas, executive reported sales up 5½%, while his gross margin was off 1/5 of 1%.

An Oklahoma house reported:

"We have cut our lines to ten major ones and have seen a 20% increase in sales and a greater profit. We did have better than 20 major lines."

One Texan found his sales up 10%, but he deplored "higher prices and smaller profits" as well as drought conditions which continued to plague his area. In some Southwestern areas rains have been beneficial and have brightened the economic outlook.

Jobbers adding paint lines have found them a stimulant to both sales and profits.

The reports from Texas, which until a few months ago had not been so cheerful, were far brighter. Percentage increases for the six months over the same period of last year ranged to 30%. This still was behind the 45% reported by some firms on Florida's East Coast.

The percentages in most instances were 15% or below, with the greater number ranging around 10% or slightly less.

A North Carolinian whose sales were up 15% commented:

"I suppose our largest problem today is trying to meet car dealer parts competition, and frankly we haven't been able to do it profitably. We will have to get help from the manufacturer."

Among the highs was one Birmingham house whose sales were up 31%.

One North Carolinian said his sales were up 7½% "due to the improved textile situation."

Said one Mississippian: "Three competitors are cutting prices unreasonably. One large distributor starts quoting *all* equipment at 15% discounts and goes on up to 30%." There were other price-cutting complaints.

Tarheel Convention Roster Passes 100 Mark

REGISTRATIONS for the Bermuda convention cruise of the North Carolina Automotive Wholesalers Association, Inc., have already passed the three-figure mark, according to Jesse F. Jones, Jr., executive secretary.

The cruise, which lasts from Nov. 17 to 22, will be in the Stockholm from Wilmington, N. C. All meals are included in the fare, and no passports or vaccination certificates are necessary.

A recent NCAWA bulletin disclosed that the N. C. Ports Authority would provide free parking, behind a cyclone fence under guard, adjacent to the ship's dock in Wilmington.

Suggested tips were $10 each to the dining room and cabin stewards. For pre-dinner cocktails, prices are: Martini or Manhattan, 35¢; bourbon, 30¢; Scotch, 30¢, and Swedish beer, 15¢ a bottle.

A. B. Coffman, Ex-Manager of ASI Show, Dies

ALBERT B. Coffman, manager of the Automotive Service Industries Show from 1919 until his retirement three years ago, died in Oak Park, Ill., June 30.

Coffman was born in Enterprise, Miss., in 1874 and operated a retail bicycle store in Georgia after leaving college.

"**Miss Peggy Smith** has been added to our staff as inventory and cost clerk, replacing **Mrs. Naomi Atwood**, who has been promoted to bookkeeper," announced **H. G. Roland**, president and general manager, **Marion Auto Parts Co., Inc.**, Marion, Va.

This United Motors Service warehouse, which was officially opened in Charlotte, N. C., last month, has approximately 65,000 square feet of floor space and is air conditioned throughout. It also houses zone offices for North and South Carolina, Tennessee's Tri-City area and the southwestern portion of the state of Virginia.

Approximately 150 Boosters, jobbers and their ladies attended this 7th annual jobber-Booster party staged by Old Dominion Automotive Booster Club B-35 at the Hotel Chamberlin, Fort Monroe, Va., June 17-19. One surprise took place: Boosters finally whipped jobbers in the baseball game, despite jobbers' threats to cancel all Boosters' lines if they won, according to B-35 President George C. Valentine. A "Monte Carlo" program was put on by T. Austin Young of B-6, Atlanta, and drew high praise. One of the relaxed gatherings outdoors appears in the photograph at top, while other shows one view of the Saturday night dance. The pictures came from the ever-handy camera of B-35's Joe Burton.

Greater Miami Group Names Directors

ELECTION of the following directors to guide the affairs of the Greater Miami (Fla.) Automotive Jobbers' Association for the ensuing fiscal year was announced at a dinner meeting of the organization held last month:

Ted Arch, Trail Automotive Parts; Frank Kolbach, Northwest Automotive Supply; James Taylor, Piston Ring and Supply, and August Schultz, Berner-Pease.

Dave Wilson of Motor Service, Inc., retiring president, will serve as the fifth member of the board. Officers will be announced at the next monthly meeting of the group.

Credit reporting, further development of the CAS financing program and the possible employment of an executive secretary were the principal topics of discussion.

Guests who made brief talks were Marcus A. Brown, director of business promotion for Aetna Finance Company; William Oliveras, of Oliveras Motor Service, Miami, and vice-president of the Automotive Service Association of South Florida, and Chas. H. "Chuck" Davis, executive secretary of Florida Automotive Wholesalers Association.

"We have three new employees: **Jack Schoff** on outside sales, **Bill Raybourne** and **Bill Bradley**, who are countermen," announced **R. T. Scarborough**, manager, **Fred T. Gies & Co.**, Newport News, Va.

* * *

"We now handle **du Pont** paint, one of the best lines we have had in the last five years," **B. H. Heinen, B. H. Heinen Auto Supply**, Fredericksburg, Texas, announced.

* * *

"We now carry **Blackhawk** jacks, **Porto-Power** tools and **Malsbary** steam cleaners," **Ray C. Birdsall, Piston Ring & Supply Co.**, LaGrange, Ga., reported.

Bower Bearing Merges With Federal-Mogul

SHAREHOLDERS of Federal-Mogul Corp. and Bower Roller Bearing Co. at separate meetings last month approved a proposal to merge the companies. More than 88% of the stock of both companies was voted in favor of the merger.

The proposal included the merging of Bower Roller Bearing Co. into Federal-Mogul Corp., and changing the latter's name to Federal-Mogul-Bower Bearings, Inc.

The directors of the companies had approved the merger proposal on May 11.

G. S. Peppiatt, president and chief executive officer of the merged company, said that Bower will be operated as a division of the new company and will retain its basic organizational structure. S. A. Strickland, former president of Bower, will become vice-chairman of the board of the new company. The chairman of the board will be H. Gray Muzzy, formerly Federal-Mogul's board chairman.

L. M. Mann of Louisiana Succumbs in Lafayette

LOUIS Marks Mann, co-owner and manager of Auto Parts House, Lafayette, La., died July 1.

Mann, who entered the parts business in 1918, opened Auto Parts House in Lafayette in 1929 as a branch of M. H. Rykoski and became co-owner and manager in 1940.

L. Raoul Gerac is now acting manager.

Globe Hoist Names Trader For Southeastern Sales

GLOBE Hoist Co. has appointed Charles L. Trader as regional sales manager of its Southeastern territory with headquarters in Atlanta, Ga.

Trader is experienced in both parts and service departments and in new-car sales.

"**O. W. 'Judge' Dunnett** moved from inside to outside on our sales force, replacing **A. G. Crawford**," **James Bickerstaff, Jr., Jos. L. Bickerstaff's Sons**, Richmond, Va., reported.

* * *

"We have just taken on the **Gates** fan belt and rubber goods line," reported **F. M. Henson, Marianna Auto Parts & Supply Co.**, Marianna, Fla.

Shown at the United Motors Service distributors council meeting are (at left) Howard Hout, Keenan Auto Parts Co., Albany, Ga., and in the center foreground, John M. Yantis, The Automotive, Inc., Fort Smith, Ark. Other Southerners on the council are: O. H. Hamby, Southern Bearings and Parts Co., Charlotte, N. C.; Kenneth Allen, Motor Supply Co., Inc., Meridian, Miss.; E. C. Beard, Beard & Stone Electric Co., Inc., Dallas, Texas, and J. C. Hamilton, Jr., J. C. Hamilton Co., Tulsa Okla.

Motor and Equipment Manufacturers Association instead of holding its annual meeting at San Francisco just ahead of the Pacific show next February will conduct it in New York this coming December. The board at a later meeting took this action. President is J. H. Coolidge, above, a vice-president of Thompson Products, Inc., Cleveland, Ohio. Motor and Equipment Wholesalers Association and National Standard Parts Association voted to move their conventions to the West Coast after these three groups decided to eliminate the ASI Show.

UMS Distributors Council Holds Second Meeting

THE 15-man United Motors Service distributors council held its second meeting in Detroit last month with Roland S. Withers, general manager, in charge.

The group flew to Rochester, N. Y., for a dinner given by executives of Rochester Products Division of General Motors. Later they toured the carburetor and tubing plants, and then flew to Lockport, N. Y., to tour the Harrison radiator plant.

Frank Snelgrove Dies

Frank Snelgrove, for many years with Toledo Steel, died July 12 in Memphis, Tenn. The funeral was held in Jonesboro, Ark. A factory man for many years, he was well known over the South.

Holston Auto Supply Co., Kingsport, Tenn., has been appointed a **Fisk** distributor, President **J. Matthew "Hot Shot" Nelson** announced.

Jacobs of San Antonio Announces Officers

JACOBS Distributing Co., San Antonio, Texas, elected the following at its annual stockholders' meeting last month: M. N. Jacobs, president; Earl Louis Mangold, first vice-president and treasurer; Jay Sam Levey, second vice-president, and Billie Henderson, secretary.

Directors are: Otto Gass, Edward Keller, Attla Striegler, Jim C. Schaefer, R. E. Witten and A. E. "Pete" Heilbron.

Novi Names Charleston Firm

Novi Equipment Co., Novi, Mich., has appointed Southern Distributors, Charleston, S. C., as representative for its automobile air conditioner, Norman B. Charles, president of Southern Distributors, announced.

"**GM** parts have recently been added to our line," said **R. T. Scarborough**, manager, **Fred T. Gies & Co.**, Newport News, Va.

Arrow Armatures Names District Managers

ARROW Armatures Co., Spartanburg, S. C., has appointed five district managers in its program to establish its own sales organization, Albert S. Holzwasser, president, announced.

They are: Ralph D. Ryan, Richmond, Va.; Dewitt R. Austin, Jr., Charlotte, N. C.; Robert M. Phillips, Jacksonville, Fla.; Wendell I. Tipton, Jr., Nashville, Tenn., and Thomas C. Anderson, Tampa, Fla.

Acme Appliance Names Perlman

Acme Air Appliance Co. has appointed Paul J. "Jerry" Perlman, former head of his own manufacturers' representative business in Chicago, as sales manager.

These officials and shop men attended a recent paint clinic at Holston Auto Supply Co., Kingsport, Tenn.

Detective Lowery tells you about a true battery "failure" case like you've never heard of before.

Condemn a Battery Slowly!

WHEN we walked in Joe was telling his tune-up mechanic that it just didn't add up to condemn and replace four batteries in a car which was only 90 days old and somebody had better get on his toes and find out what was causing the batteries to discharge.

We could see that Joe was upset, so when the mechanic left the office, we settled down and waited for Joe to cool off. This didn't take long and soon we had the story.

This particular car was owned by the superintendent of a large fleet, whose business the shop was soliciting. There had been four batteries replaced in the car, two of them at the owner's expense, while he was out of town. The batteries would become too weak to crank the engine. No one could find the cause, so they just said "defective battery," and condemned it. Joe remarked that one wasn't likely to run across four defective batteries in a row, so "let's go back and see if we can help the boys find the trouble."

When we reached the car the mechanic was in the process of testing the charging circuit. Nothing was found wrong, so with the voltmeter he proceeded to test out all circuits for voltage loss. These were found to be within "specs."

By E. M. Lowery
Technical Editor

Like the others, he was about to give up when Joe told him to disconnect the "hot" lead from the battery and connect the voltmeter in series with the lead and battery terminal. When this was done the voltmeter registered a continuous drain on the battery although all switches were on the "Off" position. Joe then walked around and looked at the electric clock and told the mechanic to disconnect it. Even after this was done the voltmeter still registered a drain on the battery.

The voltmeter was removed and the battery lead replaced. Joe walked around the car a couple of times, then called the mechanic to the rear.

A very blank expression appeared on the mechanic's face when Joe raised the trunk lid and told him to get inside. At first he acted as though he hadn't heard Joe, but when the instructions were repeated, he crawled in. Joe closed the trunk lid and held it for about one minute. When he opened it an entirely different expression was on the mechanic's face. (You'd have thought that he had discovered uranium!)

When asked if the trunk light stayed on when the lid was closed he said, "Yes."

Joe said, "Just to make sure, let's try it again." And again it stayed on.

The mercury switch which con-

trols the light was found to be defective and was replaced. This corrected the trouble, because when the voltmeter was again hooked into the circuit it did not register.

Joe in just a few minutes had located and corrected the cause for replacing four batteries, plus expense and inconvenience to the owner.

We left Joe in the process of lecturing his "boys" on the importance of thoroughly testing and checking before *any* unit was condemned. This experience made us wonder how many batteries are being condemned unnecessarily. Evidently there is still room for a little battery-check knowhow.

Battery Checks

Valuable information often can be obtained by a simple inspection of the battery.

For instance, examination usually will disclose mechanical damage to the case or covers, any leakage or distortion of the case or covers, excessive tightness or looseness of the hold-down clamps, evidence of overfilling and many other significant facts.

Corrective measures can be taken to overcome some of these conditions and the operation thereby improved. However, any analysis of chemical or electrical conditions within the battery requires the use of reliable testing instruments.

The basic instruments required for battery testing are hydrometer, thermometer and voltmeter. (Recently, the open-circuit voltage tester was introduced as a kind of electrical substitute for hydrometer and is now in use. This tester, which is essentially an expanded-scale voltmeter, is especially convenient for checking batteries in storage, since the vent plugs need not be removed. It will give satisfactory results in most instances, provided the instructions of the manufacturer are observed carefully.

If more complete battery testing is contemplated, an additional instrument, the high-rate discharge tester, may be added to the list. This instrument consists primarily of a high-capacity fixed or variable resistance through which the battery may be discharged at a known rate. Voltmeters sometimes are attached to read cell or battery voltage during discharge.

Are you sure the battery is at fault? There are many misjudgments of battery behavior. Are you sure your judgment is always correct?

Hydrometer Checks

The quantity of sulphuric acid in the battery electrolyte varies with the state of charge of the battery. By measuring the specific gravity of the electrolyte, hydrometer determines the quantity of acid present and hence the state of charge of the battery. This provides a simple means of estimating the approximate amount of current still available from the battery.

Notice that to use the hydrometer correctly the tube must be held vertical and the proper quantity of electrolyte drawn in by the syringe. The float must be freely suspended on the electrolyte, without touching the top, sides or bottom of the tube.

With the eye at liquid level, the reading is determined by the point at which the level of the liquid crosses the stem of the float. Accurate readings are impossible if the float and tube become dirty or greasy, or if readings are attempted while the electrolyte is full of gas bubbles or suspended material.

The specific gravity of electrolyte varies not only with the quantity of acid in solution but also with temperature. As temperature increases, the electrolyte expands, so that the specific gravity is reduced. As temperature drops, the electrolyte contracts and the specific gravity increases.

Unless these variations in specific gravity produced by temperature are taken into account in any analysis of the battery, the specific gravity readings may not give a true indication of the state of charge. Misleading specific gravity readings are often obtained because acid has been lost from, or added to, a battery after the factory adjustment was made.

If acid is lost by accident or other causes, the specific readings will indicate a lower state of charge than is the actual case. If extra acid is added to the electrolyte, the specific gravity readings will indicate too high a state of charge. For this reason, specific gravity readings should be used cautiously unless the actual fully-charged specific gravity of the battery is known.

September: Plymouth Powerflite

Procedures for in-the-car diagnosis of the ills of the Plymouth Powerflite transmission will be related here next month in an article by Technical Editor Ed Lowery.

Testing individual cell load.

Specially-designed batteries, or batteries having special specific gravity adjustments, also are responsible for misinterpretation of specific gravity readings. Some batteries have a very large space for electrolyte above the elements, so that the battery does not require frequent watering.

In order to avoid over-concentration when the electrolyte level is low, the battery is adjusted to 1.250 specific gravity at full charge. This means that a different reference table must be used when determining the state of charge from specific gravity readings on these batteries. Batteries having a special specific gravity adjustment usually have the full charge gravity plainly marked on the covers, or vent caps. In case of doubt, look for such information.

When the batteries are to be used in a tropical climate or indoors, where temperatures remain uniformly high throughout the year, the specific gravity of the electrolyte often is reduced deliberately to a so-called "tropical adjustment" of approximately 1.225 at full charge. This reduced acid concentration prolongs the life of the negative plates and separators and decreases the rate of self-discharge.

Load Test

When a battery is known to be in good condition and the electrolyte is properly adjusted, the discharge performance can be estimated from the hydrometer check. However, since hydrometer readings indicate only the quantity of acid in the electrolyte, they give no hint of other conditions which may exist in a battery. Thus, in order to estimate the discharge performance of a battery of unknown quality, another check must be made. This check is called the load test or high-rate discharge test. It is a measure of the battery's ability to deliver current under a heavy electrical load.

The battery must be discharged at a high rate on this test for two important reasons:

First, because the most difficult job the battery has on the vehicle is that of cranking the engine, and the test should approximate this condition.

Second, because many forms of deterioration and internal damage do not interfere noticeably with the battery's ability to carry small electrical loads. Such conditions can escape detection unless the high-rate discharge test is made.

Since the discharge performance of a battery is strongly affected by the rate of discharge, battery temperature and state of charge, it is necessary to specify certain standard conditions under which the test may be made. The standard conditions adopted for the load test as outlined here are:

1.—Battery specific gravity shall be not less than 1.250 at 80°F. (Limit for batteries having normal fully-charged specific gravity of 1.280 to 1.290 at 80°F. Others proportional.)

2.—Battery temperature shall be 70° to 90°F.

3.—Battery discharge rate shall approximate cranking load at 80°F. (150 to 250 amperes).

Comparative standards of performance have been set up to fit these conditions, but they will not apply if the standards are changed. The results of a load test made on a cold or discharged battery are usually erratic and misleading. If the battery does not meet the standard conditions, it should be recharged and the temperature adjusted before testing.

When the battery meets the standard conditions of specific gravity and temperature, the load test may be made. There are two convenient ways in which the necessary load can be applied. These are by use of the cranking motor, or by the use of a high-rate discharge tester.

To load test the battery on the vehicle, by use of the cranking motor, first turn off the ignition switch, or remove the high-tension lead from the coil. Operate the cranking motor and quickly read the voltage of each battery cell with a voltmeter.

Warning: Do not operate the cranking motor more than 30 seconds at any one time without pausing for a few minutes to allow it to cool. If it is operated for excessively long periods, the cranking motor may be severely damaged.

If the voltage of any cell falls below 1.5 volts, or if there is more than 0.2 of a volt difference between cells, possible battery trouble is indicated. In such a case, the battery should be removed for a complete checkup.

Portable high-rate discharge testers can be used to load test the

battery either on or off the vehicle. Bench-type equipment, of course, will require removal of the battery for testing. To make the test, connect the tester leads to the battery terminals and adjust the discharge current, if necessary. Read the cell voltages and interpret as in the cranking-motor load test. Do not continue the discharge more than 30 seconds.

Caution: The gases formed in a battery during charging are dangerously explosive. Sparks produced by the use of a high-rate discharge tester may cause an explosion if gas remains in the tops of the cells. Before making the above test—in fact, before doing any work around the battery—remove the vent plugs and gently blow the gas out of the cells. Leave the plugs out until the test is completed.

Checking Cranking Motor Circuit

The voltmeter used in checking battery cell voltages also can be used to check the condition of the battery cables and the connections between the battery and the cranking motor. Three circuits should be checked. They are (1) from the insulated battery terminal to the cranking motor terminal stud, (2) from the grounded battery terminal to the car frame, and (3) from the cranking motor housing to the car frame.

To check these circuits, operate the cranking motor (with the switch off) so that a current of 150 to 250 amperes is flowing through the cables and cranking motor Place the voltmeter prods across the circuits named and note the voltage drop.

If any of these circuits gives a reading of more than 0.1 of a volt, with the cranking motor in operation, it has excessive resistance. To eliminate this resistance, the cables must be disconnected and the contact surfaces cleaned. If excessive resistance is found at the cranking motor housing, the motor must be removed and the contact surface with the engine housing carefully cleaned.

Frayed or damaged cables, or cables having badly corroded terminal clamps, should be replaced with new ones. Always use cables at least as large as the originals to avoid the added voltage drop of undersized cables. A greater voltage drop reduces cranking motor performance. If the cables are in good condition they may be reinstalled after cleaning, and the clamps reconnected tightly. A coating of petrolatum or a heavy-bodied mineral grease will help to retard corrosion.

Other Battery Service

In addition to the chemical and electrical checks already discussed, the physical condition of the battery also should be checked periodically. Such checks are necessary to insure continued satisfactory battery performance.

The top of the battery should be kept clean and the battery hold-down clamps properly tightened. If the top of the battery is dirty, it may be cleaned with a cloth or brush dipped in ammonia or soda solution. The vent plugs should be tightened to prevent any of the solution from entering the battery cells. After the foaming stops, the battery may be flushed off with clean water. The hold-down clamps should be kept tight enough to prevent the battery from shaking in the cradle, but they should not be tight enough to warp the battery case.

Perhaps the most important of all battery services is the periodic addition of water to the battery cells. In operation, the battery gradually loses water from the cells, and if this water is not replaced, the level of the electrolyte falls below the tops of the plates This results in overconcentration of the electrolyte and also allows the exposed active material to dry and harden.

Separators are damaged both by high gravity and by drying. They deteriorate rapidly under such conditions. Thus, if the water level is not properly maintained, premature failure of the battery is certain to occur. Since water is lost more rapidly during high-temperature operation than at low temperatures, the electrolyte level should be checked more frequently during the summer months.

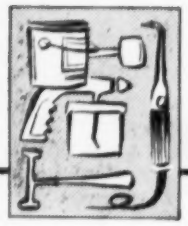
The water used for refilling batteries should be as pure as possible. Distilled water or chemically analyzed drinking water approved for battery use are first choice. But, when necessary, it is permissible to use drinking water, if it is clean, clear, odorless, tasteless and fit to drink.

Water to be used for filling batteries should be stored in glass, earthenware, hard rubber or lead containers. Never store battery water in iron, copper or galvanized containers. Even in cities where the municipal water supply has been approved for battery use, water should be allowed to run from the faucet for several minutes before the battery water jug is filled. This will help to avoid getting water which has stood in the lines long enough to pick up an additional metal content. It also helps to avoid accumulated sediment.

Since only pure water leaves the battery (as gas or vapor) any mineral content remains behind

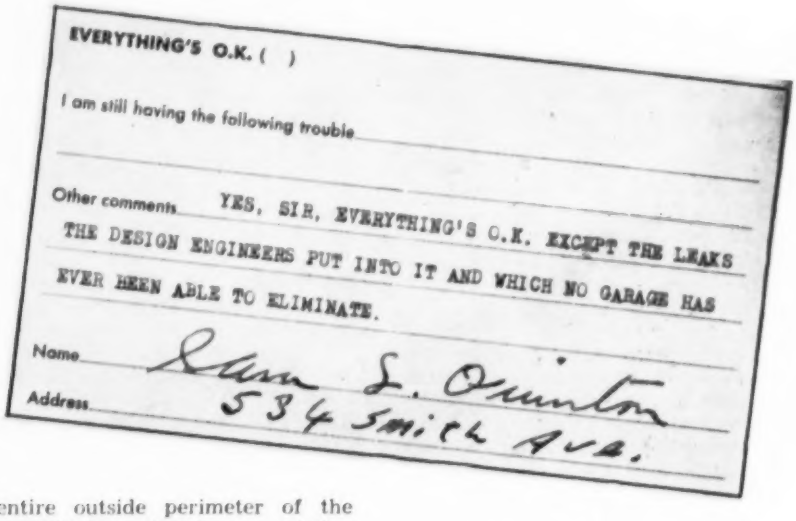
(Continued on page 68)

"Would you boys mind if I sat here and watched you fix my car?"



BODY SHOP OPERATIONS

Stopping the Leaks


EVERYTHING'S O.K. ( )

I am still having the following trouble

Other comments YES, SIR, EVERYTHING'S O.K. EXCEPT THE LEAKS THE DESIGN ENGINEERS PUT INTO IT AND WHICH NO GARAGE HAS EVER BEEN ABLE TO ELIMINATE.

Name Sam S. Quinton

Address 534 Smith Ave.

By E. M. Lowery
Technical Editor

AN ANSWER on a service customer "follow-up" card made us wonder if our theory that "anything can be fixed" was all wrong.

The question was:

"Is everything O. K.?"

The answer:

"Yes, sir, everything's O. K. except the leaks the design engineers put into it and which no garage has ever been able to eliminate."

We didn't believe the design engineers were that far "off base" and they *were fixed*, and we suggest the following procedure for finding and correcting such leaks on most cars.

Water leaks usually occur at the windshield or rear window, so we will start there.

1. Windshield and rear window:

(Frequently windshield and rear window leaks can be stopped by tightening garnish moulding screws.) *Note:* Be careful—don't break a glass.

A. Glass to rubber:

Wrap the end of a nail file on a screwdriver with electrical tape, or fabricate a tool out of a piece of fiber. Insert between the rubber and glass and slide it around the entire outside perimeter of the windshield to break any existing bond. This will prevent any damage to the glass or weatherstrip. Follow this by using an air gun to blow out loose particles of dry cement and insure a complete dryness of surface.

a. Extrude a weatherstrip adhesive between rubber and glass by inserting the tube tip of the gun well under the surface of the rubber and move along until the windshield is completely sealed.

b. The gun tip may be ground or filed to make inserting between the rubber and the glass easier. (It is necessary to seal the top of the windshield because at road speeds wind-driven water will invariably find its way between the rubber and glass when not properly sealed.

c. Clean up: Press rubber firmly to windshield and wipe off any excess adhesive with dry cloth. Any remaining film may be easily removed with naphtha.

B. Rubber to car body:

Use autobody sealer to seal under the lower lip of the windshield rubber where it meets the body. This should be done on the outside of the car first.

If this doesn't correct the leak, remove garnish mouldings and lift the rubber at the pinchweld. Then seal with weatherstrip adhesive.

C. Windshield base trim:

Remove and check all bolts and clips holding this moulding in place and seal with autobody sealer.

Note: Hand caulking gun may be used to dispense autobody sealer for this operation. Where previous water entry is apparent, seal as indicated in B above. Also check for unfilled holes under windshield base trim.

2. Windshield wiper pivot or transmission:

Leaks around the windshield wiper pivot or transmission can be corrected by removing the pivot base and placing a bead of caulking compound in such a way as to form a gasket. Then replace pivot base and the compound will fill all openings.

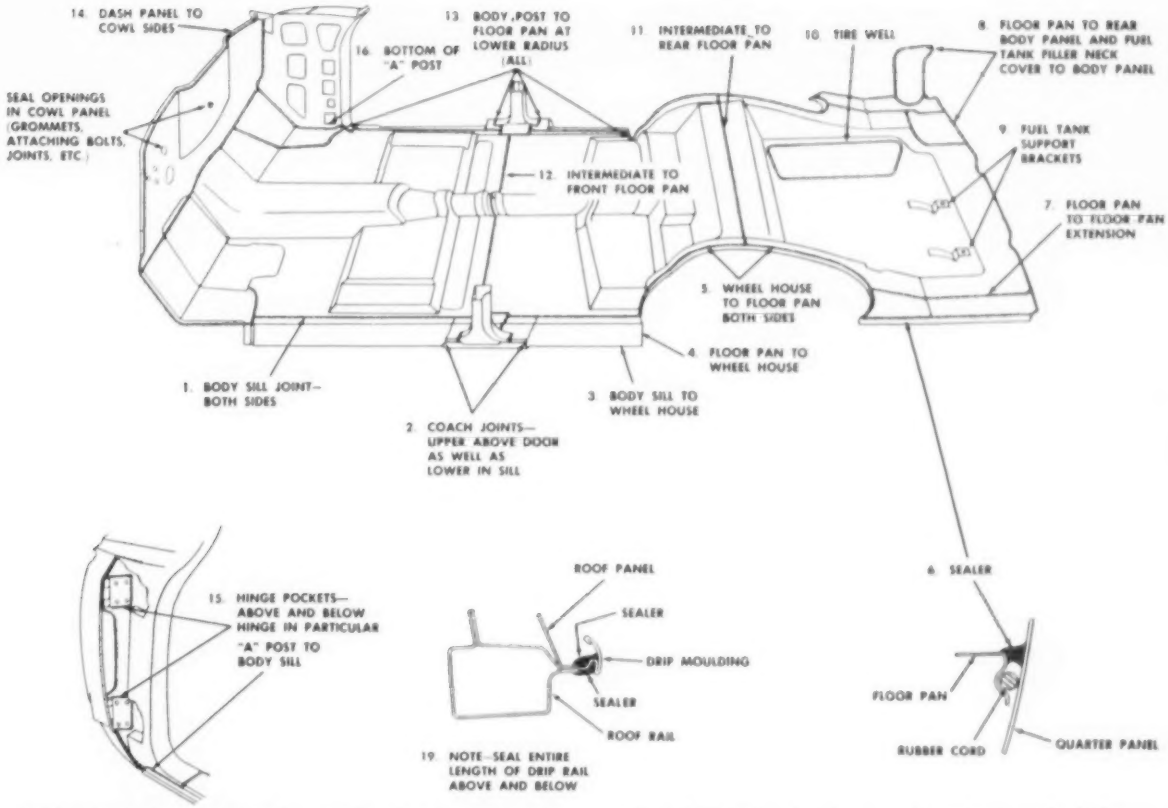
3. Window vent leaks and wind noise:

Often leaks in the vent windows occur because the vent rubber is not in contact with the channel in which the vent glass is set. Often there is also leakage around the pivot.

Shimming underneath the vent rubber usually corrects smaller openings of this type. This may be done by either caulking or shim stock where necessary. Care should be taken, however, to make all mechanical adjustments possible first.

4. Door leaks from improper

Technical data courtesy of Minnesota Mining and Manufacturing Co., St. Paul, Minn.



This chart shows all body sealing points on a body floor pan and dash panel. Any opening should be sealed. Probably the best and easiest method for sealing the floor pan is a thorough undercoat job.

drainage:

Water entering car door from outside window sill generally drains through holes at bottom of door panel. Often, however, trim panel becomes saturated with water when car is parked on an angle. This is due to water falling against the inside door shell which results in water seeping through inside access holes.

To protect against this type of leak the door trim panel and garnish moulding should be removed; then apply waterproof masking tape to seal off all access holes in the inner panel. To cover door handles and window left shafts, make a small hole in the tape and fit tape neatly around shafts. Autobody sealer may then be applied around both shafts to provide complete seal against water.

Seal all holes, screws, etc., in the metal door panel with autobody sealer or caulking compound. All clips holding door trim should be sealed where they go through the stiffener in the panel to prevent water leaks at these points.

5. Door posts:

The top of the door post seams should be sealed with weatherstrip adhesive to prevent water damage to headliner. Seal all large openings with caulking compound and smooth off with finger wet with naphtha. Sprinkle talc or tire powder over seal and shut door to form repair.

Dust leaks in the rear seat are usually caused by openings *below* the half-way mark of the back door.

All visible seams and holes should be caulked.

6. Door hinges:

Door hinge areas are common water-leak spots. When a car is parked along a curb which elevates one side or the other, leaks develop which are extremely difficult to locate. It is advisable under such circumstances to jack up one side of the car to simulate this condition.

Seal above and below hinges with caulking compound. If there is any possibility of the sealing material coming in contact with the weatherstrip, smooth the surface of the compound with a finger wet with naphtha and shake talcum powder or tire talc onto it to prevent sticking.

7. Aerial lead-in wire:

If leakage occurs at this point, check grommet at point of aerial entry into car. This grommet should encircle the wire. If this is not in place, water will follow the

(Continued on page 66)

September: '55 Chevrolet Molding

Removal and installation of exterior molding on 1955 Chevrolets will be September's topic. Knowing location of clips and bolts can save the finish of panels.

Enamel Air-Dries in 45 Minutes

REFINISHING an automobile and having it ready for customer delivery within an hour or so has been made possible with the introduction by The Arco Co. this month of a revolutionary new enamel which air-dries in 45 minutes!

Formulated for use by body shops or car dealers, the Cleveland, Ohio, manufacturer's "Arco 45" introduces what was termed "an entirely new concept in automotive painting." Body shops achieve production-line speed—are enabled to completely refinish a car in the same length of time formerly required for lacquer repairs, said the engineers. Car dealers may two-tone new cars to satisfy customer desire or quickly and economically improve appearance of trade-ins before offering them for sale.

Although its fast-dry is probably the most outstanding and unique feature of this new product, many other advantages accrue from its use. For example, painters are well aware of the tendency of enamel to sag and run when spraying in hot weather. The new product was said to reduce this tendency almost to the point of elimination. Properly reduced, this new enamel may be applied heavier than other automotive enamels because it has excellent adherence to vertical surfaces, factory officials said.

Another problem reportedly eliminated is sticky, wet spray dust which tends to settle and adhere to other cars in a shop, even those at a considerable distance away. This is particularly annoying in shops which lack the floor space for a spray booth. Because this product dries so rapidly, it completely eliminates spray dust and, in addition, goes dust-free in ten minutes and tack-free in 20 minutes. Shops do not need a spray booth or dust-free room in order to turn out clean enamel jobs, it was asserted.

Virtually eliminated, too, are orange peel and wrinkling. The material was said to flow out smoother than conventional air-dry enamels, producing a finish with no unsightly blemishes.

Of interest also is the fact that it reportedly will not water spot. It dries so thoroughly in 45 minutes that all danger of water spotting is eliminated. A car may be newly painted, driven out in a rain storm and its finish will stay smooth.

This was said to be economical to use also. Considerably less material is required to do the average job than with conventional air-dry enamels, officials said. For most cars, three quarts of enamel is all that is needed. The manufacturer pointed out that 2:1 is the proper proportion of paint to reducer.

The manufacturer pointed out that certain measures should be observed to assure a satisfactory job:

1. The material should be reduced only with "Arco 45 reducer," formulated especially for this product. Other reducers are not compatible with the formulation.

2. "Arco 45" should never be shaded with conventional enamels, even those made by the same manufacturer.

Fifteen new 1955 colors are offered, the choice having been made from the most popular Ford, Chevrolet and Plymouth colors. Several metallics are included and the color range is sufficiently wide to permit any number of color combinations or single color choice.

Trade press editors were shown how the enamel air-dries in 45 minutes. Below: Surface must be thoroughly cleaned of silicone, waxes and the like. Bottom: Three quarters of an hour and the new paint job was dry.

Buick Announces Classes For "Tune Care" Check

BUICK Motor Division has developed a two-day "Tune Care" training program, to be held in 29 General Motors training centers, E. J. Krause, general service manager, announced.

The classes are designed to cover latest methods of adjusting, testing, tuning and pinpointing trouble spots in the complex, high-powered engines.

OPPORTUNITY UNLIMITED
A Studebaker case history

Mr. Dale Nichols is enthusiastically planning full participation (including beard growing) in the August 21-27 Centennial Celebration of Morristown, Davy Crockett's boyhood home.

Eight years of retail experience *pay off for* 35-year-old DALE NICHOLS of East Tennessee

He now heads up his own Studebaker Dealership

SWING into West Main Street in Morristown, Tennessee and you're sure to see an attractive new automobile selling establishment that has quite a story behind it.

This recently opened place of business is the Studebaker dealership of Nichols Motors. And it is outstanding proof that a competent young man's ambition to go places in the automobile business can't be stopped—or even detoured—if he keeps his eye and his mind on his ultimate goal.

The young man in this instance is popular 35-year-old Dale Nichols who really "went to school" and got himself a thoroughly rounded automobile retailing education in preparation for his Studebaker dealership.

Throughout eight busy years, the determined young Mr. Nichols has been a salesman, a shop manager, a parts department manager, an accountant and a new car sales manager in Morristown for several of Studebaker's competitors.

Now, all this selling and administrative experience has paid off handsomely. Dale Nichols has been appointed the Morristown dealer for alert, fast-moving Studebaker. The Nichols name and the Studebaker name are officially linked together in this thriving section of East Tennessee

Nichols Motors, 421 W. Main St., Morristown, Tenn.

—and another young automobile man's ambition is realized.

All over America, scores—perhaps hundreds—of well-qualified men like young Dale Nichols are eligible candidates for Studebaker dealerships and perhaps don't realize it. An opportunity to "go places" with Studebaker may be open to you. It certainly is worth looking into right away.

IF you are ambitious to have your own automobile dealership, Studebaker will gladly give you and your qualifications thorough consideration.

You don't need a huge amount of cash capital if you have the other elements of success that Studebaker considers essential.

Get in touch with us if you can point to a proved record of resultful automobile merchandising—and an obvious willingness to pit Studebaker quality and stand-out value against any and all competition.

You are cordially invited to write in confidence about yourself and your hopes to William A. Keller, General Sales Manager, Studebaker Division, Studebaker-Packard Corporation, South Bend 27, Indiana.

STUDEBAKER

STUDEBAKER DIVISION OF STUDEBAKER-PACKARD CORPORATION . . . ONE OF THE 4 MAJOR FULL-LINE PRODUCERS OF CARS AND TRUCKS

1955 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	Std. Wheelbase	ENGINE											WHEEL ALIGNMENT			BRAKES	
		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	Crankcase Cap. (Qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Cooling System (No Heater) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)	Service	Parking
BUICK Special	122	V8I	3.625 x 3.20	42.05	188@4800	Ch	5	6	OB	Y	N	K	½° to −¾°	⅞° to −⅝°	0 to ⅛	H	RW
BUICK Century	122	V8I	4 x 3.20	51.20	236@4600	Ch	5	6	OB	Y	Y	K	½° to −¾°	⅞° to −⅝°	0 to ⅛	H	RW
BUICK Super and Roadmaster	127	V8I	4 x 3.20	51.20	236@4600	Ch	5	6	OB	Y	Y	K	½° to −¾°	⅞° to −⅝°	0 to ⅛	H	RW
CADILLAC 60	133	V8I	3 15/16 x 3 5/8	46.5	250@4600	Ch	5	5	OB	Y	Y	18.09	0° to −1°	±⅜°	⅛ to ¼	H	RW
CADILLAC 62	129	V8I	3 15/16 x 3 5/8	46.5	250@4600*	Ch	5	5	OB	Y	Y	18.09	0° to −1°	±⅜°	⅛ to ¼	H	RW
CADILLAC 75	149.5	V8I	3 15/16 x 3 5/8	46.5	250@4600	Ch	5	5	OB	Y	Y	18.09	0° to −1°	±⅜°	⅛ to ¼	H	RW
CHEVROLET 6	115	6I	3 9/16 x 3 15/16	30.4	123@3800 136@4200	G	4	5	OB	Y	Y	16	±½°	0 to 1°	⅛ to ⅜	H	RW
CHEVROLET 8	115	V8I	3¾ x 3	45	162@4400	Ch	5	4	OB	Y	Y	16	±½°	0 to 1°	⅛ to ⅜	H	RW
CHRYSLER Windsor De Luxe	125	V8I	3.63 x 3.63	42.2	188@4400	Ch	5	5	OB	Y	Y	24	−2° to 0°	¼° ±⅜°	0 to ⅛	H	Ps
CHRYSLER New Yorker De Luxe	126	V8I	3.81 x 3.63	46.5	250@4600	Ch	5	5	OB	Y	Y	25	−2° to 0°	¼° ±⅜°	0 to ⅛-0 Prf.	H	Ps
CHRYSLER Imperial	130	V8I	3.81 x 3.63	46.5	250@4600	Ch	5	5	OB	Y	Y	25	−2° to 0°	¼° ±⅜°	0 to ⅛-0 Prf.	H	Ps
CHRYSLER Crown Imperial	139	V8I	3.81 x 3.63	46.5	250@4600	Ch	5	5	OB	Y	Y	25	−2° to 0°	¼° ±⅜°	0 to ⅛-0 Prf.	H	Ps
DeSOTO Fire Dome	126	V8I	3.720 x 3.344	44.3	185@4400	Ch	5	5	OB	Y	Y	23	−2° to 0°	¼° ±⅜°	0 to ⅛-0 Prf.	H	Ps
DeSOTO Fire Flite	126	V8I	3.720 x 3.344	44.3	200@4400	Ch	5	5	OB	Y	Y	23	−2° to 0°	¼° ±⅜°	0 to ⅛-0 Prf.	H	Ps
DODGE Coronet 6	120	6L	3.25 x 4.63	25.4	123@3600	Ch	5	5	OB	Y	Y	13	−2° to 0°	¼° ±⅜°	0 to ⅛-0 Prf.	H	Ps
DODGE 8 and Royal 8	120	V8I	3.63 x 3.256	42.2	175@4400	Ch	5	5	OB	Y	N	19	−2° to 0°	¼° ±⅜°	0 to ⅛-0 Prf.	H	Ps
DODGE Custom Royal 8	120	V8I	3.63 x 3.256	42.2	183@4400	Ch	5	5	OB	Y	N	19	−2° to 0°	¼° ±⅜°	0 to ⅛-0Prf.	H	Ps
FORD Customline 6	115½	6I	3.62 x 3.60	31.54	120@4000	Ch	4	4	Y	Y	Y	15	½° to 1½°	0°8′ to 1°8′	⅛ to ⅛	H	RW
FORD Customline 8	115½	V8I	3.62 x 3.30	42.05	162@4400	Ch	5	5	Y	Y	Y	19	½° to 1½°	0°8′ to 1°8′	⅛ to ⅛	H	RW
FORD Thunderbird	102	V8I	3.75 x 3.30	45	F	Ch	5	5	OB	Y	Y	20	½° to 1½°	0°8′ to 1°8′	⅛ to ⅛	H	RW
HUDSON Wasp	114½	6L	3 x 4¾	21.6	115@4000	Ch	4	5	Y	Y	Y	13	0° to ½° −½° Prf.	±¼° −0° Prf.	⅛ to ⅜	H	RW
HUDSON Hornet 6	121½	6L	3 11/16 x 4½	34.88	160@3900	Ch	4	7	Y	Y	Y	18½	0° to ½° −½° Prf.	±¼° −0° Prf.	⅛ to ⅜	H	RW
HUDSON Hornet 8	121¼	V8I	3 11/16 x 3½	46.5	208@4200	Ch	5	5	OB	Y	Y	20	0° to ½° −½° Prf.	±¼° −0° Prf.	⅛ to ⅜	H	RW
KAISER Manhattan	118½	6L	3⅛ x 4⅜	26.3	J	Ch	4	5	Y	Y	Y	12½	1° to −1°-0° Prf.	0 to ⅜°-½° Prf.	⅛ to ⅛-⅛ Prf.	H	RW
LINCOLN Cust. & Spec. Cust.	123	V8I	3.94 x 3.50	49.6	225@4400	Ch	5	5	OB	Y	Y	23	0 to −1½°	0° ±¾°	⅛ to ⅜	H	RW
MERCURY Custom and Monterey	119	V8I	3.75 x 3.30	45	188@4400	Ch	5	5	OB	Y	Y	19	0° to −1½°	0° to ¾°	⅛ to ⅜	H	RW
MERCURY Montclair	119	V8I	3.75 x 3.30	45	198@4400	Ch	5	5	OB	Y	Y	19	0° to −1½°	0° to ¾°	⅛ to ⅜	H	RW
NASH Statesman	114½	6L	3⅛ x 4¼	23.44	100@3800	Ch	4	4	Y	Y	Y	14	0 to ½°−½° Prf.	±¼°−0° Prf.	⅛ to ⅜	H	RW
NASH Ambassador 6	121½	6L	3½ x 4⅜	29.4	130@3700	Ch	7	6	Y	Y	Y	17	0 to ½°−½° Prf.	±¼°−0° Prf.	⅛ to ⅜	H	RW
NASH Ambassador V-8	121½	V8I	3 11/16 x 3½	46.5	208@4200	Ch	5	5	OB	Y	Y	20	0 to ½°−½° Prf.	±¼°−0° Prf	⅛ to ⅜	H	RW
NASH-HUDSON Metropolitan	85	4I	2 9/16 x 3½	10.63	42@4500	Ch	3	4	OB	N	N	8	2° to 3°	½° to 1½°	0 to ⅛	H	RW
NASH-HUDSON Rambler	A	6L	3⅛ x 4¼	23.44	90@3800	Ch	4	4	OB	Y	Y	11	¾° to 1¼°-1° Prf.	½° to ⅜°-½° Prf.	⅛ to ⅛	H	RW
OLDSMOBILE 88	122	V8I	3⅞ x 3⅞	48	185@4000	Ch	5	5	OB	Y	Y	20.5	0° to −¾°	−¼° to ±¾°	⅛ to ⅛	H	RW
OLDSMOBILE Super 88	122	V8I	3⅞ x 3⅞	48	202@4000	Ch	5	5	OB	Y	Y	20.5	0° to −¾°	−¼° to ±¾°	⅛ to ⅛	H	RW
OLDSMOBILE 98	126	V8I	3⅞ x 3⅞	48	202@4000	Ch	5	5	OB	Y	Y	20.5	0° to −¾°	−¼° to ±¾°	⅛ to ⅛	H	RW
PACKARD	127	V8I	4 x 3½	51.2	260@4600	Ch	5	5	OB	Y	Y	26	−1° to ±½°	−¼° Prf.	0 to ⅛	H	RW
PACKARD Clipper Custom	122	V8I	4 x 3½	51.2	245@4600	Ch	5	5	OB	Y	Y	26	−1° to ±½°	−¼° Prf.	0 to ⅛	H	RW
PACKARD Clipper Super	122	V8I	3 15/16 x 3½	46½	225@4600	Ch	5	5	OB	Y	Y	26	−1° to ±½°	−¼° Prf.	0 to ⅛	H	RW
PACKARD Clipper De Luxe	122	V8I	3 15/16 x 3½	46½	225@4600	Ch	5	5	OB	Y	Y	26	−1° to ±½°	−¼° Prf.	0 to ⅛	H	RW
PLYMOUTH 6	115	6L	3.25 x 4.63	25.4	117@3600	Ch	4	5	OB	Y	Y	13	−2° to 0°	¼° ±⅜°	0 to ⅛	H	RW
PLYMOUTH 8	115	V8I	3.44 x 3.25	40.6	167@4400	Ch	5	5	OB	Y	N	19	−2° to 0°	¼° ±⅜°	0 to ⅛	H	RW
PONTIAC Chieftain	122	V8I	3.75 x 3.25	45	180@4600	Ch	5	5	OB	Y	Y	24	−1° to ±½°	½° to ±½°	0 to .062	H	RW
PONTIAC Star Chief	124	V8I	3.75 x 3.25	45	180@4600	Ch	5	5	OB	Y	Y	24	−1° to ±½°	½° to ±½°	0 to .062	H	RW
STUDEBAKER Champion	X	6L	3 x 4⅜	21.6	101@4000	G	4	5	Y	N	Y	10	−1¾° to −2½°	0° to 1°	⅛ to ⅛	H	RW
STUDEBAKER Commander	X	V8I	3 5/16 x 3¼	40.6	162@4500	G	5	6	OB	N	Y	17¼	−1¾° to −2½°	0° to 1°	⅛ to ⅛	H	RW
STUDEBAKER President	120½	V8I	3 5/16 x 3¼	40.6	185@4500	G	5	6	OB	Y	Y	17¼	−1¾° to −2½°	0° to 1°	⅛ to ⅛	H	RW
WILLYS Bermuda & Custom	108	6L	3.312 x 4.375	26.33	115@3600	Ch	4	5	OB	Y	Y	13	½° to 1½° 3°	¾° to 1¼° 1½°	.094 to .156	H	RW
WILLYS Jeep	Z	4F	3⅛ x 3⅜	15.63	75@4000	G	3	4	OB	Y	N	11			1/16 to 5/32	H	Ps

ABBREVIATIONS

*—Eldorado 270@4800.
A—2 Dr. 100 and 4-Dr. 108.
Ch—Chain.
F—193@4400 straight drive, 198@4400 with Fordomatic trans.
G—Gear.
H—Hydraulic.
I—Valve-in-head.
J—140@3800 with supercharger.
K—16.5 with conventional transmission, 18.5 with Dynaflow.
L—L-head.
N—No.
OB—Oil Bath.
Prf.—Preferred.
Ps—Propeller shaft, rear transmission.
RW—Rear Wheels.
X—Coupe 120½", sedan 118½"
Y—Yes.
Z—CJ-5 81" and CJ-3B 80"

"... assisted us in doing what most people think impossible ..."

says **MR. LESTER LAPEDUS,** General Manager and Vice-President of Archway Motors, Inc., Baltimore, Md. Mr. LaPedus is shown standing behind **MR. ARCHIE ABRAMSON,** President of this dynamic Ford dealership.

"WHEN talking to a prospect, we always include a pep talk on the COMMERCIAL CREDIT time buying feature. About 64% of our current sales are time sales which we believe is as high as any dealer in our area. We regard this percentage as a good measure of how well we are penetrating our market. Many of these deals couldn't have been made without the COMMERCIAL CREDIT tie-in. It has assisted us in doing what most people think impossible. Their latest training film, coupled with ads in LIFE and other promotion material featuring their '7 Point Plan' has been extremely valuable."

COMMERCIAL CREDIT DEALERS ARE Successful DEALERS

A letter or a call to the COMMERCIAL CREDIT office nearest you will get you speedy and expert help with your financing problems. Why not call today?

COMMERCIAL CREDIT PLAN

COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of Commercial Credit Company, Baltimore... Capital and Surplus over $175,000,000 ... offices in principal cities of the United States and Canada.

1955 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	TUNE-UP					ELECTRICAL			Bat.	FUEL SYSTEM			VALVES		
	Breaker Gap (.0)	Cam Angle (degrees)	Contact Arm Spring Tension (ozs.)	Spark Plug Gap (.0)	Ignition Timing	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.	Cap. & Ter. Grd.	Carb. Mfgr.	Model No.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Opens b or atdc
BUICK Special	12½ 17½	Q	19-23	30-35	5°btc	Ca.P.	11-13.5°@1750	10.5°@12"	N60	Ca. St. RP	St AAVB-267 Vs .D	5	Au	Au	25°btc
BUICK Century and Super	12½ 17½	Q	19-23	30-35	5°btc	VD	11-13.5°@1750	10.5°@12"	N60	Ca St RP	WCFB	5	Au	Au	25°btc
BUICK Roadmaster	12½ 17½	Q	19-23	30-35	5°btc	VD	11-13.5°@1750	10.5°@12"	N60	Ca St RP	RP-4G WCFB	5	Au	Au	28°btc
CADILLAC 60, 62 and 75	16-21	31+1½	19-23	35	2½°btc	VD	10.75-12.75° @2000	13-14½°@15"	N60	Ca RP	Ca-WCFB 21858 RP-7007970	4-5¼	Au	Au	19°btc
CHEVROLET 6 Conventional	16-21	26-33	19-23	33-38	tdc	FW	13°@1750	7½°@9"	N50	RP	7005921 22	3½-4½	6 Au	13 Au	1°atc 10½°btc
CHEVROLET 6 Powerglide															
CHEVROLET 8 Conventional	16-21	26-33	19-23	33-38	6°btc	VD	16°@1800	13¾°@15"	N50	RP	7006825 7005810	4-5¼	8 Au	18 Au	12°btc 18°btc
CHEVROLET 8 Powerglide															
CHRYSLER Windsor De Luxe	17	32-36	17-20	35	6°btc	VD	13-15°@2050	10½-12½°@17"	P120	B&B	21868	5-6½	Au	Au	15°btc
CHRYSLER N. Y. De L. & Imperial	17	32-36	17-20	35	6°btc	VD	13-15°@2050	10½-12½°@17"	P135	Ca	WCFB21268	5-6½	Au	Au	15°btc
CHRYSLER Crown Imperial	17	32-36	17-20	35	6°btc	VD	13-15°@2050	10½-12½°@17"	P65	Ca	WCFB21268	5-6½	Au	Au	15°btc
DeSOTO Fire Dome	15-18	26-28	17-20	35	10°btc	VD	7-9°@800	6-8°@11"	P120	B&B	BBD21178	5-6½	Au	Au	4°atc
DeSOTO Fire Flight	15-18	26-28	17-20	35	4°btc	VD	11-13°@1800	10½-12½°@17"	P120	Ca	WCFB22108	5-6½	Au	Au	12°btc
DODGE Coronet 6	20	39 ± 3	17-20	35	2°btc	VD	7-9°@1350	7-9°@14"	P105	St	WW3-124	5-6½	10	10	12°btc
DODGE Coronet 8	17	26-28	17-20	35	4°btc	Ca.P.	15-17°@1650	3-5°@8½"	P105	St	WW3-131	5-6½	Au	Au	14°btc
DODGE Royal	17	26-28	17-20	35	4°btc	Ca.P.	15-17°@1650	3-5°@8½"	P105	St	WW3-131	5-6½	Au	Au	14°btc
DODGE Custom Royal	17	26-28	17-20	35	4°btc	Ca.P.	11-13°@1625	6-8°@11"	P105	St	WW3-130	5-6½	Au	Au	14°btc
FORD Customline 6	24-26	35-38	17-20	32-36	3°btc	VD	N	14½°@7½"	P90	Ho	1994	4-5	15	19	12°btc
FORD Customline 8	14-16	26-28½	17-20	32-36	6°btc	VD	N	16½°@4.6"	P90	Ho	2100-DD	4-5	19	19	12°btc
FORD Thunderbird	14-16	26-28½	17-20	32-36	6°btc	Ca.P.	N	16½°1500rpm @32.4 H2O	P90	Ho	1074	4-5	18	18	12°btc
HUDSON Wasp	20	39	17-20	32	tdc	VD	14½°@1500	7½°@9"	P90	Ca	WAI-2009SA	4-5	10	12	26.8°btc
HUDSON Hornet 6	20	39	17-20	30	tdc	FW	0°@2000	4°@12"	P105	Ca	WDG-2252-S	4-5	10	12	33.7°btc
HUDSON Hornet 8	17	33-39	17-20	35	5btc	VD	30°@1200	11°@10"	P105	Ca	WDG-2231-S	3½-5½	Au	Au	14°btc
KAISER Manhattan	16	39-45	19-23	28-32	4°btc	VD	10°@1000	6°@15"	P100	Ca	WCD	9	18	20	10°btc
LINCOLN Cust. & Spec. Cust.	14-16	26-28½	17-20	32-36	8°btc	VD	N	25°@2000 @2.35 HG	P110	Ho	1076	3½-4½	Au	Au	6°btc
MERCURY Custom, Monterey and Montclair	14-16	26-28½	17-20	32-36	2°btc*	VD	N	15½°@2000RPM 1.95"HG	P100	Ho	1075 st. tr. 1074 au. tr.	4-5	19	19	12°
NASH Statesman	22	31-37	17-21	30	4°atc	VD	12°@1400	6½°@11½"	P90	Ca	WCD-2061S	4-5½	15	15	10°btc
NASH Ambassador	22	31-37	17-21	30	4°atc	VD	15°@1350	7°@14"	P105	Ca	YH-895-S	4-5½	12	16	12½°btc
NASH Ambassador V-8	17	33-39	17-20	35	5°atc	VD	20°@1200	11°@10"	P105	Ca	2231-S	3½-5½	Au	Au	14°btc
NASH-HUDSON Metropolitan	14-16	30 ± 3	20-24	23-25	11°btc	Ca.P.	7°@1700	12°@16"	P51	Z	30VIG10	1½-2½	15	15	5°btc
NASH-HUDSON Rambler	22	31-37	17-21	30	4°atc	VD	24°@2800	7½°@15"	P100	Ca	YF2014S	4-5½	15	15	10°btc
OLDSMOBILE 88	16	26-33	19-23	30	5°btc	Ca.P.	28°@3450	21½°@16"	N60	RP	2GC	4-5	Au	Au	13½°btc
OLDSMOBILE Super 88	16	26-33	19-23	30	5°btc	Ca.P.	28°@3450	21½°@16"	N60	RP	4GC	4-5	Au	Au	13½°btc
OLDSMOBILE 98	16	26-33	19-23	30	5°btc	Ca.P.	28°@3450	21½°@16"	N60	RP	4GC	4-5	Au	Au	13½°btc
PACKARD & Custom	16	26-33	19-23	33-37	6°btc	VD	16°@2100	10°@12½"	P60	RP	4GC	3½-5½	Au	Au	14°btc
PACKARD Clipper DeL. & Super	16	27	19-23	33-37	6°btc	VD	20°@1200	5½°@10"	P60	Ca	WCFB2232S	3½-5½	Au	Au	14°btc
PLYMOUTH Plaza, Savoy and Belvedere 6	20	39 ± 3	17-20	35	2°btc	VD	7-9°@1350	7-9°@14"	P100	B&B	20638A	4-6½	10	10	12°btc
PLYMOUTH Plaza, Savoy and Belvedere 8	18	26-28	17-20	35	4°btc	VD	17-19°@1900	6-8°@11"	P100			5-6½	Au	Au	14°btc
PONTIAC Chieftain & Star Chief	16	26-23	19-23	33-38	5°btc	VD	30°@3400	16°@15"	N50	Ca RP	Ca-WGD 22078 RP-7006100	4-5	Au	Au	22°btc
STUDEBAKER Champion	20	38-40	17-21	28-33	2°btc	VD	16°@2800	20°@12"	P100	Ca	WE2106S	4-5½	16	16	15°btc
STUDEBAKER Commander	13	28-34	19-23	33-38	4°btc	VD	34°@2900	18°@11½"	P100	St	WW-6-115	4-5½	23-25	23-25	11°btc
STUDEBAKER President	13	28-34	19-23	33-38	4°btc	VD	34°@2900	18°@11½"	P100	Ca	WCFB2219S	4-5½	23-25	23-25	11°btc
WILLYS Bermuda & Custom	20	36-42	17-20	30	4°btc	VD	9°@1675	5°@15"	N90	Ca	WGD2052SA	3½-5½	14	14	10°btc
WILLYS Jeep	20	X	17-20	30	5°btc	Ca.P.	22°@3400	None	N100	Ca	YF938S	3½-4½	18	18	9°btc

ABBREVIATIONS

*—Auto tr., 6°btc.
atc—After top center.
Au—Automatic.
B&B—Bal. & Bal.
btc—Before top center
Ca—Carter
Ca.P.—Crankshaft pulley
FW—Fly wheel.
Ho—Holley.
N—Negative.
P—Positive.
Q—Usage not recommended.
RP—Rochester Products.
St—Stromberg.
tdc—Top dead center.
VD—Vibration damper.
X—Jeep CJ-5 42°, Jeep CJ-3B 37-43°
Z—Zenith.

ONE OF A SERIES: HOW DU PONT BUILDS SALES FOR YOU

FROM DEATH VALLEY...TO PIKE'S PEAK

WITH NO LOSS OF ANTI-FREEZE PROTECTION

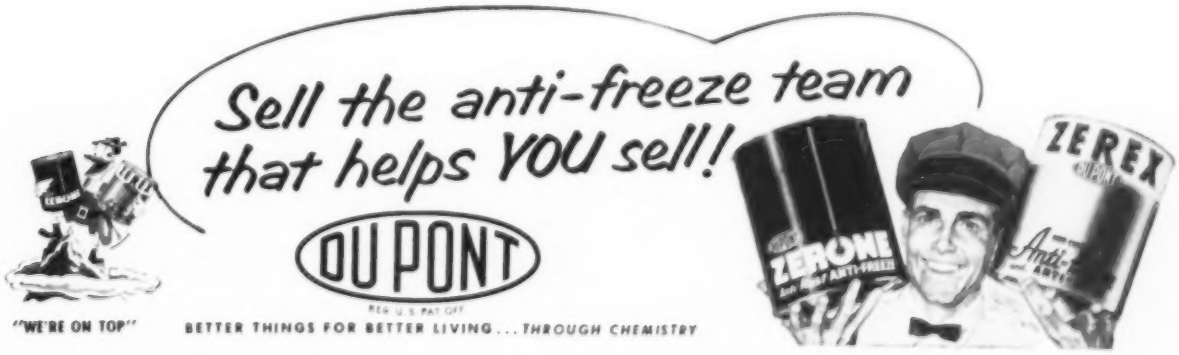
Du Pont "ZERONE" anti-freeze gives you dramatic proof of product superiority

It was 102° the day Tom McCahill, car tester for "Mechanix Illustrated," pulled out of Death Valley in the "Zerone" test car. The car had been protected to 10° below zero with Du Pont "Zerone" anti-rust anti-freeze. Why? This was a rugged test to find out if the "Zerone"-protected car could be driven from the heat of Death Valley (282 feet below sea level) to the snow-covered top of Pike's Peak (14,110 feet) without boil-away.

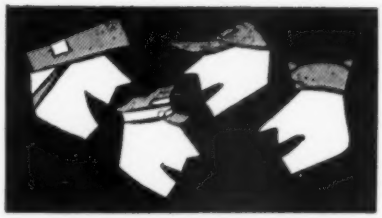
Four days and 1,300 miles later he had his answer. The catch jar attached to the radiator overflow showed absolutely no loss of anti-freeze solution, and the hydrometer check proved there was no loss of "Zerone" protection.

Dramatic proof! You can tell your customers, "With today's pressurized cooling systems you can use Du Pont's 'Zerone' and forget about boil-away." Du Pont will advertise the results of this test to help you sell. Here are other ways Du Pont is working to help you build sales:

- **Nation-wide Du Pont "Anti-Freeze Week" promotion**
- **Newspaper, magazine ads, billboards, in your own town**
- **Weekly "Frank Leahy and His Football Forecasts," the biggest TV show in the field**
- **Backing by famous motor experts**
- **Enforcement of Fair Trade prices—no employee sales**



Readers are invited to contribute to— SHOP TALK



A column of informal comments about the automotive trade and its problems.

SPEED URGES SLOWNESS

Speed has been accounting for far too many fatal accidents, but there's a Speed in North Carolina who is urging citizens to "slow down and live."

He's Maj. Charles A. Speed, director of the safety division of the state highway patrol. He wants more sane driving.

MORE ON BLUEPRINTS

Jacksonville, Fla.

Gentlemen:

I would deeply appreciate your sending me the series of shop blueprints which is mentioned in the June issue.

WALTER SCOTT,
Dealers Equipment Co.

Enclosed is the series of shop blueprints we ran in 1953 and 1954.

We hope you will find them helpful and usable. Because of the wide and continuing interest in this subject, we are reviving the series.

"HORSE TRADING" STORY

Marietta, Okla.

Dear Sir:

We request permission to use Mr. L. M. Stewart's article in the June issue with necessary modifications. It's about "No Time for Horse Trading."

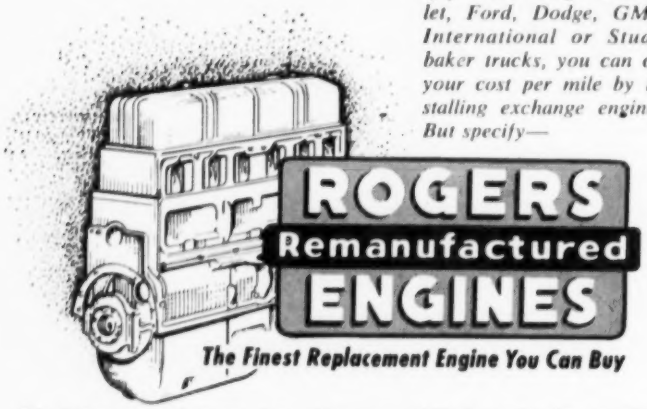
JOE A. MCMAKIN,
McMakin Chevrolet, Inc.

We're happy to give you this permission on the story on page 146 called "Insane, Fantastic, Hog-Wild Selling? 'We're Not on Fire,' says Missourian." It comments on the newspaper advertisements run by L. M. Stewart, Chrysler-Plymouth dealer, St. Louis, Mo. Unlike many current dealer ads, which all too often ballyhoo wild bargains, Stewart is running institutionals stating that he isn't making any "insane" deals. He offers quality, integrity and service at a fair price.

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 5, Ga.

Fleet Operators —

If you are using—Chevrolet, Ford, Dodge, GMC, International or Studebaker trucks, you can cut your cost per mile by installing exchange engines. But specify—



It's being proved every day. Use your skilled mechanics on the heavy-duty big jobs—put the already assembled, run-in and Dynamometer tested Rogers exchange engines in the lighter units. Save time *and* money.

Write, wire or call the distributor nearest you.

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Anniston—Model City Parts Co.
Bessemer—Genuine Parts Co.
Birmingham—Alabama Auto Parts Co.
" Genuine Parts Co.
Gulfman—Alabama Auto Parts Co.
Dothan—Taylor Parts & Supply Co.
Fort Payne—Thompson Mtr Sply Co.
Gadsden—Southern Auto Supply
Huntsville—Automotive Parts Co.
Loxley—Griffin Motor Supply
Marion—Marion Auto Supply
Mobile—Motor Parts & Supply Co.
Montgomery—Motor Parts Co.
Opelika—East Alabama Auto Parts
Prichard—Motor Parts & Supply Co.
Selma—Selma Parts Service Co.
Thomasville—Clark's Parts Service
Tuscaloosa—W. Ala. Parts & Sply Co.
Wetumpka—Turner Motor Supply

GEORGIA:
Albany—Bruce Jones Co.
" Keenan Auto Parts Co.
Alma—Butler Supply Co.
Americus—Keenan Auto Parts Co.
Athens—Anderson Auto Parts
Atlanta—Max Auto Parts
" Perrin Auto Supply
" Power Service Co.
Augusta—Bowers Auto Electric Co.
" The Motor Supply Co.
Bainbridge—Bruce Jones Co.
" Keenan Auto Parts Co.
Baxley—Brooks Auto Parts Co.
Blakely—Keenan Auto Parts Co.
Brunswick—The Motor Supply Co.
Cairo—Keenan Auto Parts Co.
Carrollton—Burns Parts Co.
Cartersville—Automotive Supply Co.
" Auto Parts Co.
Cordele—Cordele Auto Supply Co.
" Butler Supply Co.
Columbus—Auto Supply Co.
Cornelia—Slack's Auto Parts
Cuthbert—Keenan Auto Parts Co.
Dalton—Hart's Automotive Parts Co.
Dawson—Dawson Auto Supply Co.
Decatur—Decatur Auto Parts Co.
Douglas—Brooks Auto Parts
Dublin—Dublin Motor Parts Co.
East Point—Genuine Parts Co.
Elberton—Anderson Auto Parts
Fitzgerald—Brooks Auto Parts
Gainesville—Slack's Auto Parts
Hartwell—Anderson Auto Parts
Hawkinsville—Keenan Auto Parts Co.
Jesup—Brooks Auto Parts Co.
LaFayette—LaFayette Auto Parts
Macon—Butler Supply Co.
Montezuma—Keenan Auto Parts Co.
Moultrie—Keenan Auto Parts Co.
Rome—Southern Bearing & Parts Co.
Rossville—Hart's Auto Parts
Sandersville—J. B. Wall Co.
Savannah—The Motor Supply Co.
Statesboro—Statesboro Auto Parts
Swainsboro—Swainsboro Motor Parts
Sylvania—Pinckney's Auto Supply Co.
Thomaston—Keenan Auto Parts
Thomasville—Bruce Jones Co.
" Keenan Auto Parts Co.
Tifton—Keenan Auto Parts Co.
Toccoa—Slack Auto Parts
Waycross—Thompson Motor Supply Co.

FLORIDA:
DeFuniak Springs—Taylor Parts & Supply Co.
Jacksonville—Consolidated Automotive
" Motor Parts & Sply Co.
Lake City—Consolidated Automotive
Marianna—Keenan Auto Parts Co.
Panama City—Taylor Parts & Sply Co.
Quincy—Keenan Auto Parts Co.
Sarasota—Anderson Auto Parts
St. Petersburg—Automotive Sply Co.
Tallahassee—Genuine Auto Parts Co.
" Keenan Auto Parts Co.
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MISSISSIPPI:
Lucedale—Motor Parts & Supply Co.

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Spruce Pine—Mitchell Auto Parts

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Charleston—H. Steenken & Co.
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Easley—Anderson Auto Parts
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Greenwood—Carolina Tool Co.
Orangeburg—Parts Supply Co.
Rock Hill—Bennett Supply Co.
Spartanburg—Spartan Automotive Co.
Walterboro—H. Steenken & Company
York—York Auto Parts

TENNESSEE:
Carthage—Auto Parts & Service Co.
Centerville—Osborne Auto Parts
Chattanooga—Hart's Auto Parts Co.
Clarksville—Clarksville Auto Parts
Cleveland—Hart's Auto Parts Co.
Cookeville—Auto Parts & Service
Fayetteville—City Auto Parts
" Lincoln Supply Co.
Gallatin—Auto Parts & Service
Greeneville—Broyles Rubber Oil Co.
Harriman—Hart's Auto Parts Co.
Knoxville—Service Auto Parts Co.
Maryville—Hart's Auto Parts Co.
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JOHN ROGERS CO. *300 Hunnicutt St., N. W., Atlanta, Ga.*

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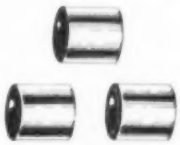
A Complete Line of

GENERATORS and STARTERS ...completely rebuilt

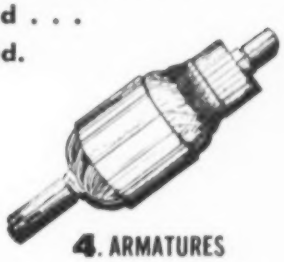
Cores and frames stripped to bare metal . . . vapor degreased, steel-grit blasted . . . cleaned and refinished.

1. PULLEYS proved for balance and concentricity.

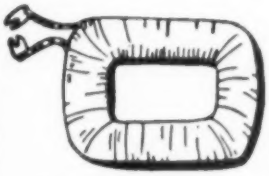
2. BALL BEARINGS tested and proved electronically.



3. BUSHING BEARINGS . . . new bushing, new oil wick, new gasket.



4. ARMATURES precision wound, reinforced, "heat dried", varnish impregnated and double-baked.



5. FIELD COILS custom wound, impregnated, baked and tested.

6. FINISHED UNITS tested by Arrow's '102' running breakdown test and guaranteed for one full year.

Arrow gives you 3 aids to more profit: 1. A Complete Line 2. Completely Rebuilt Units 3. Effective Merchandising. For advance information, use the coupon below. Mail it today!

ARROW ARMATURES CO.

BOSTON 34, MASS. SPARTANBURG, S. C.

"Arrow gives you the finest quality units . . . more carefully made than the parts they replace."

Yes we want complete information on how Arrow increases profits for Jobbers and Service Shops. Send it to:

Name _____

Company _____

Address _____

City _____ State _____

Have ARROW District Manager call _____

Dear Bill,

So you've noticed it too? Some of these new engines are just a little hard to get at, that is.

Only yesterday Hank called me over to see a new four-cylinder station wagon he had in his stall. I knew it should be an eight, but take our word for it, you could only see one bank of cylinders! The right bank was completely covered by an air-conditioning unit extending from firewall to radiator. You couldn't even see it, let alone get at it topside with a wrench.

Reminded me of some of those medium tanks they have in the Army. The big V-12 engines fit so close in the hull that they have to be lifted out with a crane to even clean a fuel bowl. Only difference is the Army had a bunch of quick-disconnect devices on wires, lines and shafts so you can get 'em out in a hurry. On some vehicles they even have built-in tracks for the engine to roll out of the frame on, like bureau drawers. It just *might* be that this is the possible answer to our passenger-car problem. If you can't get into the engine, fetch it out in the open where there's some elbow room.

Understand the manufacturers are toying with an idea which will possibly clear a few square inches of space under the hood to make room for more accessories or, more likely, to lower the hood a bit. Doing away with the carburetor would be the trick, and replacing it with a fuel injection system the alternative. Of course the change wouldn't be just to gain engine compartment space, but it was interesting to note that they mentioned this possibility before they said much about the improvements in engine efficiency by use of the injection system.

On the brighter side of the question, of course, we aren't the only ones who are baffled by the cramped quarters we have to work in. Mama's little home repairman isn't as likely to try his hand at making repairs. He's glad enough to bring it down to us to worry about; he can use the Christmas repair kit on the plumbing or carpentry around the house.

These new engines produce a lot of heat in their normal operation and housing them in such cramped quarters doesn't reduce the load on the cooling system any. On top of this situation, some of the automatic transmissions are

Greatest
demand
in its
history!

DE SOTO

IT PAYS TO BE A DE SOTO-PLYMOUTH DEALER!

also cooled by the engine cooling system, so it is good sense and good business to keep a wary eye on the radiators, hoses, belts and pumps. The least restriction in the radiator core or hose or rust formations can really toss the system for a loss with possibility of great damage to expensive units.

We've made it a general practice in all departments to inspect for cooling weaknesses, suggest new belts and hose or cleaning or anti-rust chemicals and so on. We find a surprising number of inoperative pressure caps, bad thermostats and the like in the process.

Drop me a line again soon when you've completed your experiment in trying to grow longer fingers and an extra elbow joint on each arm. You may have solved the inaccessibility problem right there.

By the way, does it seem to you that Labor Day comes right often now? Do you think it could be possible that we're getting older a bit too fast?

Yrs,
Ed.

MODEL GBX

Lisle

STONE-TYPE

GLAZE BREAKER

with 5 Big-Value Features

- Handles ALL Cylinders 2" to 7".
- Controlled Pressure in all Sizes of Cylinders.
- Operates with ¼" Electric Drill —Easier to Handle.
- Easier to Insert and Remove. No need to remove from drill when changing from one cylinder to another.
- Fast — Economical. Three long lasting stones remove glaze quickly

ASK YOUR JOBBER FOR THE LISLE GBX

it's a good tool...it's a Lisle

LISLE CORPORATION
BOX 1028, CLARINDA, IOWA

Stopping the Leaks

(Continued from page 55)

aerial lead-in wire, causing an inside leak. Clean thoroughly with naphtha first and then seal completely by caulking.

8. Weatherstrip around doors:

All weatherstripping should be checked for gaps and openings. Mechanical adjustments should be made to doors to eliminate as many openings as possible.

If there are still points that do not fit, build up weatherstrip with shim stock. Cement down with weatherstrip adhesive. Weatherstrip that has worked loose should be stripped from the door and recemented with weatherstrip adhesive.

Weatherstrip at the bottom of the door should be carefully checked for tight contact to the car body. This is also a critical dust leak area. Build up with shim stock or recement if necessary.

Sealing the Trunk

9. Trunk sealing:

Leaks around the trunk area vary with the style, model and year of the automobile. In general, however, repairing these leaks should begin with a check of all mouldings around rear window.

Belt mouldings should be sealed by removing the mouldings and sealing bolts, clips and empty holes with caulking compound. Check all body welds along seams joining top and bottom of car. Special attention should be given to the weld beneath the rear window rubber where gaps and openings exist along these seams. Seal by caulking.

Check trunk lid to make sure that it conforms uniformly with the weatherstrip in all places. Where the trunk lid does not fit, make all mechanical adjustments possible. Contact may be checked by rubbing chalk over rubber strip and carefully closing trunk lid. Open trunk lid and where no chalk appears on trunk lid edge, weatherstrip should be built up with shim stock and cemented firmly with weatherstrip adhesive

Trunk lids often have wrinkles which act as water channels. Be sure to check these and give special attention to sealing tightly. Where weatherstrip is not properly attached, it should be pulled loose, the area cleaned and the weatherstrip recemented with weatherstrip adhesive.

10. Hood lacings:

Loose and missing clips and

Lasco MOUNTAIN MASTER

"America's Finest"

FOR AMERICA'S FINEST AUTOS AND TRUCKS

Bonded Riveted Shoes

LET'S LOOK AT THE RECORD... World's Largest City—New York—buys over 100,000 Lasco Mountain Master Brake Blocks in last few years, carrying millions of passengers safely.

World's Roughest Trucking Job—The Logging Industry in the Oregon—Washington—and British Columbia Mountains—demand Lasco Mountain Master Brake Blocks, because no other can stand up beside Lasco.

Coast To Coast Transportation Companies—Manhattan to Hollywood—fine automobiles—Race Car Drivers from Mexico to Europe insist on Lasco Mountain Master Brake Lining, because it is dependable—safer to life—limb—and to equipment. They have discovered, as have thousands before—it's *"AMERICA'S FINEST."*

Lasco Mountain Master is advertised in Life—Sat. Eve. Post—Collier's—and 20 Other U. S. and Foreign Trade Journals!

ORDER NOW—TRY IT—or you'll never know!

LASCO BRAKE PRODUCTS CORP., LTD.

QUALITY · SERVICE · SINCE 1908 · Laher

ST. LOUIS, 2131 Locust St. ● OAKLAND, 2615 Magnolia St. ● PITTSBURGH, 4024 Liberty Ave. ● MEMPHIS, 300 Madison Ave. ● KANSAS CITY, 1630 McGee St. ● LOS ANGELES, 807 E. 8th St. ● FORT WORTH, 910 Florence St. ● SAN FRANCISCO, 98 - 12th St. ● SALT LAKE CITY, 541 So. State St. ● SEATTLE, 714 E. Pike St. ● PORTLAND, N.W. 15th & Davis ● SPOKANE, 1319 W. Second Ave. ● SACRAMENTO, 1217 - 16th St.

LAHER INDUSTRIES

LAHER TIRE & RUBBER CO., INC. • LAHER BATTERY PRODUCTION CORP. • LAHER SPRING & TIRE CORP. • LASCO BRAKE PRODUCTS CORP., LTD.

nails used to attach hood lacings are generally the cause of leaks in this portion of the body.

Recommendation for repairing this type of leak is:

A. Check for missing clips and nails and locate holes that may be causing leaks.

B. Clean entire area between lacing and cowl with naphtha. Also, clean under lacing at any unattached point.

C. Apply caulking compound to seal holes of missing nails or clips as well as any leaking nails or clips. Then use weatherstrip adhesive over the top of the nails or clips on top of the lacing.

D. Along the bead of the hood lacing, extrude bead of weatherstrip adhesive on the side toward the cowl where it attaches to the car body.

E. Should there be a gap between the hood and hood lacing which cannot be adjusted mechanically, cement a strip of ½" or ⅜" half round rubber strip to the top of the hood lacing with weatherstrip adhesive. This will also help eliminate rattles.

11. Outside sealing:

Check all openings around fender mouldings, fender bolts, taillight rubbers, loose or misfitting taillight glass, emblem clips or any other moulding clips. These surfaces should be cleaned with naphtha before sealing. Caulking compound can be used for such leaks.

Condemn Battery Slowly!

(Continued from page 53)

and accumulates. Thus, certain samples of water which might be satisfactory for an occasional filling could be unsatisfactory for regular use because the impurities would accumulate to a harmful concentration in a relatively short time.

Chrysler May Purchase Universal Products

CHRYSLER Corp. may accept a proposal to buy Universal Products Co., Inc., its plants, equipment and inventories if the transaction is approved by Universal Products' shareholders and other conditions are satisfactory.

Sale price is expected to be between $3,000,000 and $3,500,000 for properties including buildings with 300,000 square feet of floor area on 14 acres of land.

Completion of the transaction is expected in three to four months.

Universal makes drive shafts and their components, including universal joints, and has been supplying about 85% of its output to Chrysler.

Ford Invites Specialists For Fall Safety Forum

FORD Motor Co. has invited approximately 100 traffic safety specialists to Dearborn, Mich., for a national safety forum to be held Sept. 7 and 8.

Engineers, crash injury researchers, doctors and state police officers will discuss progress in research aimed at reducing the number and severity of injuries in the event of an accident.

Mercury Names Helard

Mercury Division of Ford Motor Co. has appointed V. W. "Vernie" Helard as sales manager of its Kansas City, Mo., district. Helard, who joined Ford in 1920, is being transferred from Dallas, Texas.

No. "70" Available in Sets of 2 or 3 flares, with and without flags, in compact metal carrying case only 3" x 4⅛" x 8½".

Grotelite "70" unfolds instantly, automatically locks into upright position. In seconds, it's protecting your truck front and rear from onrushing traffic. Flare digs in, stands firmly even in 50-mile wind. Brilliant Grotelite shatter proof reflectors alert and warn at the greatest possible distance . . . provide two-way protection. Exceed all S. A. E. and I. C. C. requirements for truck and bus emergency warning signals.

Check your specific needs with the complete Grote line of truck safety equipment. See your Jobber today . . . or write for information.

Be Safety-Sure with GROTELITE Weather-Proof STOP & TAIL LAMPS

Model No. 215 Features 3½" dia. plastic prismatic lens with metal rim door. Plug type, stud mounting.

Model No. U-218 Features one-piece plastic prismatic lens and door. Plug type, universal mounting.

Over 20 models available to fit all stop and tail lamp applications.

GROTE — QUALITY SAFETY ACCESSORIES

Lamps • Directional Signals • Reflectors • Flares • Mirrors

Distributed throughout the U.S. and Canada

THE GROTE MANUFACTURING CO., INC., Bellevue, Ky. • Opposite Cincinnati

AROLUBE
SERVICE REELS

It's the go-ahead answer for greater lube profits . . . the sensational new AROLUBE Hose Reels! Smart new eye-appeal in multiple reel service . . . gleaming durable two tone white and Aro Grey enamel with chrome finish . . . your choice of reels for chassis, gear, motor oil, air, water, automatic transmission . . . easily installed in any combination of units. Years-ahead features and performance take the effort out of lube service . . . save time and labor . . . famous ARO dependability. See your automotive wholesaler.

THE ARO EQUIPMENT CORPORATION, BRYAN AND CLEVELAND, OHIO
Aro Equipment of California, Los Angeles, Calif.
Aro Equipment of Canada, Ltd., Toronto 15, Ontario
Offices in All Principal Cities

ARO ® **LUBE EQUIPMENT**
ALSO . . . AIR TOOLS . . . AIRCRAFT PRODUCTS . . . GREASE FITTINGS

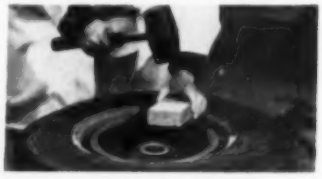
Four Phony

Fable No. 1
Anyone can tell when an oil seal is worn out

Sure. Anyone with an engineering degree and a laboratory full of test equipment. Truth is, even the best engineering tests only *approximate* the number of miles left in a used seal. If the outer case is .001″ out of round, there'll be trouble. If the lip is worn .002″, there'll be leaks. And how about cracks, nicks and scratches you can't see! Always be safe—install new seals!

Fable No. 2
To install a new seal, pound into place with a hammer

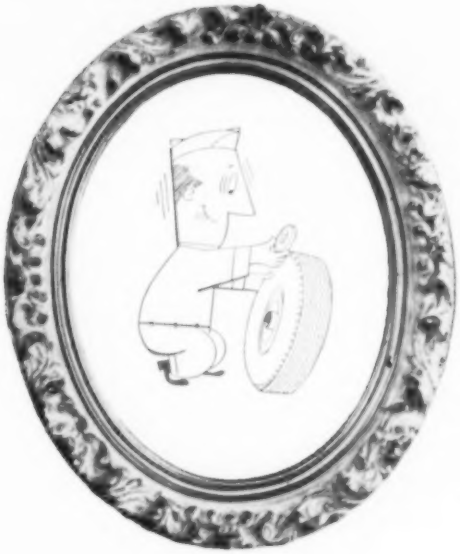
Quality seals are precision made for accurate fit, but this exact fit can be destroyed by even light blows from a hammer. Best bet is to use a small wood block, laid *flat* on the seal. Tap gently all around outside diameter of the seal with a rubber mallet. If seal is to be recess-seated, installation tool should be used. (Be sure seal is installed squarely; cocked seals leak.)



Commercial: The National Oil Seals you buy and install are exact replacement because National supplies original equipment seals for every U. S. make of car, truck, bus and tractor. Same quality, same fit, same seal!

Another Commercial: Ask your jobber about National Oil Seal Service Stocks. Two stocks, one for front wheels, one for front and rear wheels. For all late model popular cars, light trucks. Interchange, price data included.

Fables about oil seals



Fable No. 3
It's O. K. to put back the old seal

Never! Always throw the old seal away! Car and truck manufacturers, oil companies, bearing and brake lining manufacturers, automotive engineers and top mechanics all say: "Don't take chances. New seals cost pennies, will save bearings or brake linings, avoid expensive repairs, even accidents. Install new seals every time old ones are removed—and be sure!"

Fable No. 4
Any oil seal that fits is right

Wrong! Thousands of dollars and months of engineering go into seals provided for new vehicles. Then vehicle manufacturers spend more time and money road testing, to be sure perfect sealing is achieved. A hundred different seals may fit the bore. But only the right one—accurately engineered and quality made—will actually seal. Don't chance it; install perfect fit National Seals.

NATIONAL MOTOR BEARING CO., INC.

GENERAL OFFICES: REDWOOD CITY, CALIF.

PLANTS: REDWOOD CITY AND DOWNEY, CALIF.; VAN WERT, OHIO

NATIONAL
OIL & GREASE SEALS
O-RINGS SHIMS

Profit-Sharing Plan

(Continued from page 38)

but for our own information on production records for the over-all operation as well as for the individual.

Every ten days our bookkeeper presents a breakdown and a profit and loss statement, so that we are not waiting for 30 days to discover whether we are in the red. Nor are we going to wait 30 days to learn that a mechanic's production or service salesman's sales have suddenly fallen off. When we discover sudden dips, we adopt a personal approach to the individual, making every effort to get at causes.

A profit-sharing plan brings us all closer together in other ways. When we lost a sale one day because we were not competing on a low cost tire, a service salesman raised the question of installing a low-cost line. Taking a vote, we agreed to put in a line to meet competition.

We followed it up with a product-knowledge meeting. This kind of thing does not happen where there is no profit-sharing plan. A station attendant would not have bothered reporting it.

Or if an inventory count reveals a slow-moving item, we bring this to the attention of our personnel, and they immediately discuss steps that can be taken to start moving the stock. They review all sales features and propose effective ways of disposing of it.

At the same time we enjoy the usual benefits of every operation with a profit-sharing plan — no labor turnover. Our lubrication man has been with us 23 years, one mechanic 13 years, a service manager nine years, another mechanic nine years and our tune-up man nine years, our wash boy five years. Several who felt we had given them sound basic training in operating a small business successfully have gone into business for themselves, and continue to keep in touch with us when some question arises. But otherwise, our labor turnover is nil.

All of us still go to school. We all register for every supplier school and technical class that is given, and as a group attend classes together. We know that the better equipped we are to talk to our customers, the greater will be the expansion of our operation, and the greater our net profit.

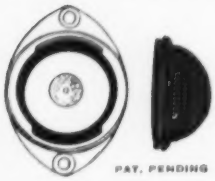
To me the only way to run a business successfully is complete cooperation between employer and employee. Though I have had a gasoline station for 26 years, I believe I still retain an employee's point of view, for I can remember my own days as an employee when I was regarded as an outsider, a means to an end, whose job was to produce and nothing more.

The loss was both the boss' and mine.

Employees have an invaluable contribution to make to the running of any business, and the employer who does not avail himself of their ideas and suggestions, which are given most honestly and wholeheartedly when they are on a par with the boss through a profit-sharing plan, blocks his own operation.

for greater safety

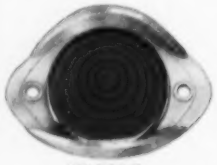
easy bulb change in new clearance-marker lites



Change the bulb in a jiffy in both the KD 524 Clearance-Marker Lite and KD 524-1 Armored Lite. Remove lens by quarter turn to left . . . replace bulb . . . insert lens . . . turn right to lock. *No screws or retaining rings!* No tools needed. A marked improvement over conventional lites.

improvement you expect from K-D

Again K-D's engineers have pioneered convenience and labor saving for the truck and bus industry . . . two lites you don't have to disassemble to mount. *Waterproof* construction by means of rubber lens gasket and connector grommet. A scientifically designed lens to give *the most light properly distributed* from a 3 cp bulb.



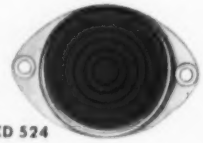
KD 524-1

armored lite

KD 524-1 has extra heavy armored plate shaped to protect lens and bulb . . . especially designed to ward off obstacles. Width 2½" . . . length 3 11/16" . . . height 1 3/16". Mounting holes on 2 11/16" centers.

clearance-marker lite

KD 524 enhances appearance of any vehicle. Over-all height 1⅛" . . . length 3⅛". Mounting holes on 2 11/16" centers.



KD 524

The Complete Line These representative lites are another part of K-D's complete *single-source-service* of automotive Saftee Products.

K-D LAMP COMPANY

1910 ELM STREET • CINCINNATI 10, OHIO

WAREHOUSES: BOSTON - CHICAGO - LOS ANGELES
NEW YORK - PHILADELPHIA - SEATTLE - TORONTO

THE COMPLETE LINE · SAFTEE PRODUCTS

Dodge Appoints Texan

Dodge Bros. Corp. has named Donald W. McKay as regional sales manager for Dallas, Texas. McKay was formerly owner and manager of a dealership in Gulfport, Miss.

GOULD BATTERY FALL SPECIAL

Get this

Coffee Server

WITH EACH SIX BATTERY ORDER

Just order SIX GOULD BATTERIES of any type from your jobber—get this Elite server

This handsome twelve-cup copper trimmed Elite coffee server can be yours with an order for any *six* Gould Batteries. This server rests on a beautiful copper-finish stand with heating candle included. Blown of triple X heat resistant glass, your coffee server will keep beverages piping hot. A welcome addition to any table setting.

ORDER SIX GOULD BATTERIES NOW

No matter what type, or size, wet or dry charged, just order *six* Gould Batteries and your jobber will deliver a coffee server with your order. Gould Batteries are famous for outstanding performance and long life. Give your customers greater value in starting and staying power with Gould.

Call your jobber or write us now. This offer is limited.

GOULD-NATIONAL BATTERIES, INC.

SAINT PAUL 1, MINNESOTA

Offer expires Sept. 1st.

Contests Added 25%

(Continued from page 36)

During a contest we run off about 100 mimeographed cards on the item and its sale price, and after talking to a customer, our service salesman hands him a card. We do not put selling features on the card—that is part of the salesman's talk—but we do note prices.

Monthly prizes are awarded. A first prize may be a $65 wrist watch or a portable radio. Second prize may be a set of aluminum ware, and third prize a pen and pencil set, or dinner for two.

Prizes cost us $200 to $300 a year.

In setting up the contests we were determined to draw all selling and productive personnel in on the contest, both part-time and full-time, for a fair deal to each. Our employees work on an hourly rate plus overtime.

To give part-timers who put five hours a day afternoons and weekends into our operation the same opportunities others had, we computed amount of sales per hour by totaling dollar volume and dividing it by the number of hours employed. In this way we arrived at a fair index of who was doing top sales, who was in line for second prize, third prize, or series of minor prizes we sometimes give.

Choice of items was seasonal, sometimes slow-moving items, but always those that would find ready acceptance with our patronage if properly presented. Our contest items over the past year have been anti-rust, radiator flush, spring changeover, motor lubricants (oil additives), tires, spark plugs, batteries, shock absorbers, hose, fan belts, mufflers, tailpipes and accessories like rear-view mirrors, car rugs and seat covers.

Some items are put on 30-day contests and some on 60-day, since we cater to a neighborhood trade and have a good deal of repeat business. It would not be feasible to push any one item for too long a period.

Contests bring us not only increased volume but personnel who are better acquainted with our products. Because they know the features of items and their application, they are more alert, and when they catch defective or worn parts and accessories, our customers are appreciative, especially when our men can tell them why an item should be replaced. This brings us good-will.

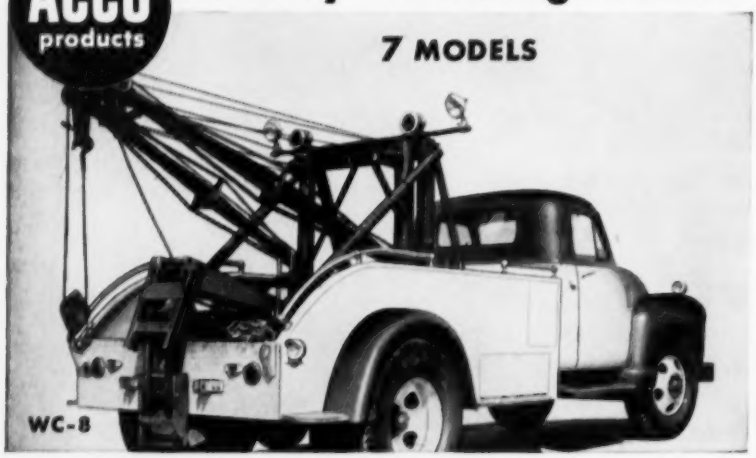
Our policy has always been and remains suggestive selling. We deplore pressure selling as self-defeating, and none of our personnel ever resorts to it, attractive as our prizes may seem.

Contests also mean greater labor stability. Our oldest men have been with us 15 years and some of the later-comers six to seven years, but a surer index of the effect of contests is that it holds our part-timers. Several of our part-timers have developed into competent full-timers.

We have found contests beneficial to all concerned — company employees and customers — and look forward to increasing gains from continued monthly contests.

ACCO products

Manley Wrecking Cranes



Pull them in—to Your Shop— with a MANLEY Wrecker

• Wreckers are profitable two ways—for towing, and for pulling disabled vehicles into YOUR shop where you get the repair work. A MANLEY Wrecker can make money for you both ways.

Illustrated above is the MANLEY **WC-8**. This 8-ton wrecker has a large, oversize frame with double swinging booms. Two separate winches, with independent controls at both sides. Outriggers for heavy side pulls.

7 models available

• The new **WC-5** Wrecker has a 10,000 lb. pulling capacity. It has a double non-swinging boom that is designed to handle normal garage wrecking jobs. Boom can be raised and lowered under power directly from the power take-off. Also shown is MANLEY 2209 Towing Hitch.

The best-equipped garage gets the profitable business. See your MANLEY Jobber today.

ACCO

Manley Division
AMERICAN CHAIN & CABLE

York, Pa., Chicago, New York, Portland, Ore., San Francisco, Bridgeport, Conn.

In Canada: Dominion Chain Company, Ltd., Niagara Falls, Ontario

Write for Information

MANLEY DIVISION SAJ
American Chain & Cable, York, Pa.

Please send literature and prices on MANLEY Wrecking Cranes.

Name_____

Address_____

Town_____ Zone_____ State_____

Pontiac Promotes Overholser

Pontiac Motor Division of General Motors Corp. has advanced C. K. Overholser from assistant manager of its Memphis, Tenn., zone to zone manager in Dallas, Texas. Overholser, who joined GM in 1940, was district manager of the Dallas zone.

VICTOR

GASKETS • OIL SEALS • PACKINGS

Getting gaskets is never a problem when you depend on your Victor Jobber

You never catch yourself worrying about getting replacement gaskets when you depend on Victor. Your Victor jobber always comes through with exactly the numbers you need—individual parts or packaged sets—for any make or model in your shop.

And you needn't worry over getting a good tight seal with Victor gaskets. They're original equipment quality in every detail—precision engineered to factory specifications or better—never less.

On gaskets as on oil seals your Victor Jobber serves you with the 100% complete replacement line for cars, trucks, tractors and stationary engines. He's equipped with the best catalog service—the famous Victor Gasket and Oil Seal Guides—to fill your order correctly. He keeps up his stock in balance with your needs. He's in business to help your business.

Victor Mfg. & Gasket Co., P.O. Box 1333, Chicago 90, Ill.

VICTOR

Sealing Products *EXCLUSIVELY*

The 100% Complete Line . . . Sold Through Leading Jobbers Everywhere

Miking Job Flow

(Continued from page 39)

these regular customers, but little time is spent on customers whose record cards show they have only been in once or twice.

Customers who have not been in for 60 or 30 days both receive routine Oldsmobile factory or other syndicated follow-up material before their cards are placed in the next lower compartment.

If a seasonal slack season is approaching, or the daily sales summary shows any indication sales may be dropping, 60-day customers will be contacted and the follow-up speeded up.

Finally, cards on which entries have been made that day are placed in the top row to come up automatically in 30 days.

Both Mrs. McCollum and Newton make a regular practice of referring to the original repair orders listed on the cards before contacting customers by special letter, telephone or in person at any point in the follow-up. Knowing the service history of the customer's car enables them to talk to him more intelligently and convincingly, and to make specific suggestions as to his most probable current needs.

This follow-up plays an important role in both maintaining an even flow of work into the shop and a proper balance in types of jobs on hand. Keeping customers coming in at regular intervals reduces the peaks and valleys in the work flow curve, and the law of averages tends to take care of the balance of work.

Prior to seasonal slack period, not only is the follow-up intensified on the theory it will take more personal contacts to bring in a given number of jobs during the slack period, but newspaper and radio advertising are stepped up proportionately.

The daily sales summary is a regular accounting work sheet with column headings corresponding to the general ledger accounts. It corresponds to the summaries used by most car dealers.

The two columns Mrs. McCollum watches on this sheet are the customer labor sales and gas-oil-grease sales. Any sudden dip in the total of either of these is carefully scrutinized to see if it is simply an off day or if it signals an unexpected situation that calls for an immediate stepping up of advertising and sales pressure to correct.

If it continues down for several days, extra radio spots and additional newspaper space are devoted to service promotion, and contact work on the service control follow-up system is intensified until the trend is checked or reversed.

The analysis sheet is nothing more or less than the work sheet used to compute mechanics' commissions. It lists the number and name of the mechanic, the amount of his sales each week, total for the month, and his overage and commission.

A glance at the total sales column on this sheet tells if the work in any department is slack. When it is that department is plugged.

EASY to USE...EASY to SELL!

60 LABORATORY TESTED PRODUCTS

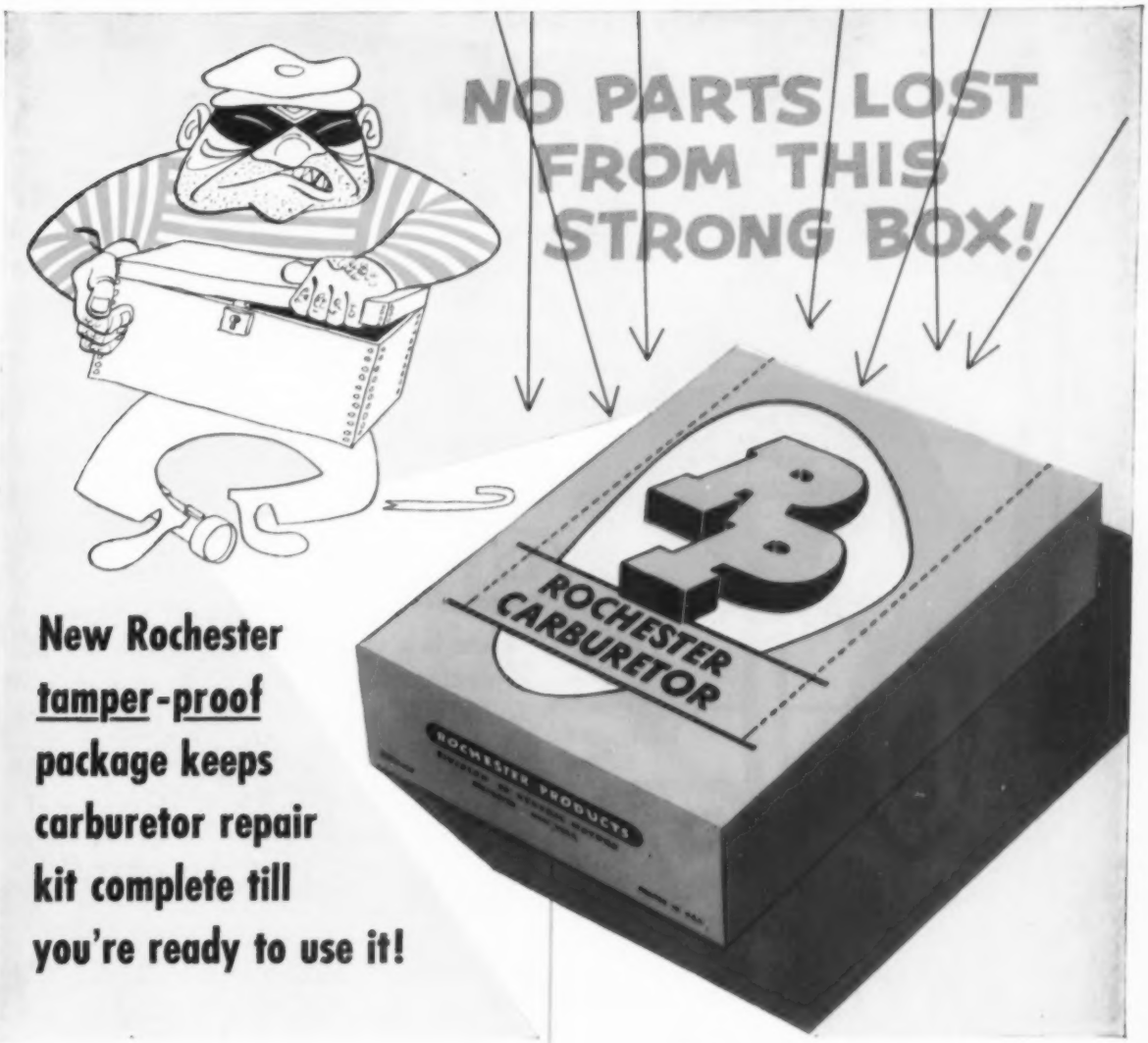
PARKO BLUE FOAM WIPES DIRT AWAY WITH *Foaming Action*

"Clean up" on extra profits from sales of this widely accepted upholstery cleaner. Its foaming action works like magic to remove dirt and grime without hard rubbing—renews the softness and luster of used car upholstery—keeps new car fabrics looking new. Write today for details on Parko Blue Foam and the Parko Profit line.

World's largest manufacturer of rubbing and polishing compounds.
PARK CHEMICAL COMPANY
8074 MILITARY ★ DETROIT 4, MICHIGAN
Parko

Hickok Makes Safety Belts

Hickok Manufacturing Co., maker of men's belts, has created an automotive division for production of a car crash safety belt and other safety products, Ray Hickok, president, announced recently. Hickok said he believes seat belts alone represent a potential $2,000,000 market for dealers.



New Rochester tamper-proof package keeps carburetor repair kit complete till you're ready to use it!

New hermetically sealed capsule keeps float needle and seats antiseptically clean!

At last—a carburetor repair kit with parts that stay put! This brand-new *sealed package* by Rochester Products stays intact till it's picked for the job—stops last-minute shortages and mixing of parts! What's more, it also features new transparent, hermetically sealed capsules for fuel strainers and for matched float-valve needle and seat assemblies! It will save you time . . . save you trouble . . . save you money! It's another example of the continuous advancements you can expect *and get* from Rochester in products and in service.

CARBURETORS BY ROCHESTER PRODUCTS

ROCHESTER PRODUCTS DIVISION OF GENERAL MOTORS CORPORATION ROCHESTER N.Y.

NOW you can make Safe VULCANIZED REPAIRS for TUBELESS TIRES

Here is a vulcanizing machine so simple in operation that you can just look at it and *KNOW* it will do exactly what you want in Tubeless Tire service.

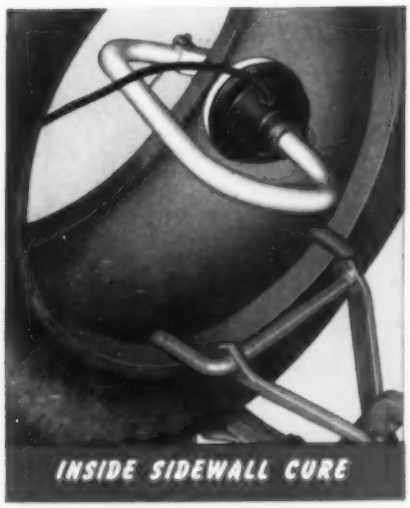
THERMOSTATICALLY CONTROLLED

Cannot overcure or damage a tire. Contour engineered molds assure uniform pressure throughout *entire* area being repaired. *Reversible* Heater Head makes possible direct heat inside or outside of tire.

You Are Not Limited to Inside Repairs with

BOWES SEAL FAST

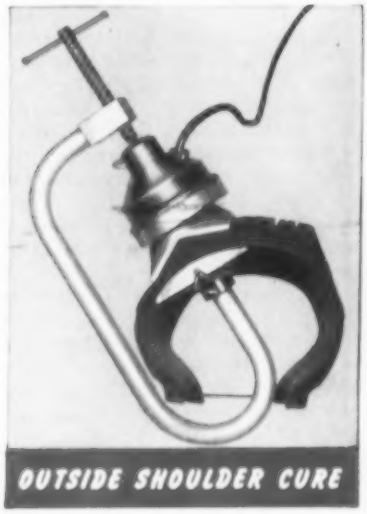
TUBELESS TIRE LECTROSEAL



Tread, Shoulder or Sidewall Repairs, Inside or Out can be Vulcanized with BOWES

TUBELESS TIRE LECTROSEAL

SEAL FAST



For SMALL PUNCTURES . . . Here's Your SURE, SAFE Answer

The Bowes Plug-It repair kit is approved by leading tire and automobile manufacturers. • With the Plug-It Gun you can repair many small punctures safely and profitably without removing the tire from the wheel. • For larger punctures the Bowes 2-D Plug-etts are the acknowledged, superior, safe repair with repair men "in the know."

Tubeless Tires DEMAND New Types of Repair Materials

Hand in hand with the Bowes Tubeless Tire Lectroseal come the NEW Bowes repair materials developed after years of experimentation and test, plus exhaustive highway experience and "torture testing" by leading tubeless tire manufacturers. Don't make the mistake of trying to use standard tire and tube repair materials on tubeless tires—*tubeless tires are different*. Bowes tubeless tire repair materials and equipment are manufactured under U. S. Patents 1,904,403 and 2,157,183, other patents pending.

See Your BOWES MAN or Mail this Coupon Today

Please send me information on the complete Bowes system of tubeless tire service. (J)

Name .....

Address .....

City ..... State .....

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, INDIANA

HAMILTON, ONTARIO, CANADA • LONDON, ENGLAND

BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA

Want more facts? Use Reader Service Card Page 100

Streamlining Shop Traffic

(Continued from page 35)

erator can see both the shop and service reception office. He can thus advise the office how the shop is fixed for almost any type of work without leaving his desk. The "hard copy" is left on the front seat for the mechanic.

Big cards with numbers are assigned each car, and from his desk the tower man can point out the waiting cars when the mechanics are ready to tackle them. Again, under this system the cars in the shop are the ones wanted there and not surplus ones congesting the space.

A tube carries the finished job order from the tower to the cashier downstairs. A communication system permits the cashier to order the customer's car as he is paying, so that the car often can be waiting outside by the time the customer comes out.

"The first week this was put into operation our mechanics' pay jumped 10%," said Deal. "That was because we enabled them to make better use of their time by streamlining the flow of jobs."

Previously the cars used to be stacked up in the alleyway outside the service department. Some would-be service customers used to drive up, see the traffic jam and drive elsewhere, the dealer explained. Now the reception stalls are constantly being cleared to make room for the next customers. All financial transactions are handled now by the one lady in the one office.

"At the peak of the season we are running 65 to 125 cars a day through the shop—far more than we have before," said Deal.

"These 65 to 125 people a day were not getting into our showroom before. Today they either have to pay cash for their work or sign for it, and in either case they have to see our cashier, whose office is within a few feet of the cars in the showroom.

"This has been an economical way of handling our problem, and yet it has served the purpose."

Dust Takes Back Seat

(Continued from page 45)

most. The extra space means painters can get around the car without being crowded, and car doors may be opened in the booth and door jambs sprayed there instead of outside.

The first Lincoln dealer in the nation to sign up to handle the Continental Mark II, Ford's new prestige car, is M. L. Jones (left), Decatur (Ga.) Lincoln-Mercury Co. W. A. Toms (center), Mercury Southern regional sales manager, and G. H. Schricker (right), Atlanta, Ga., district sales manager, look on. The Continental, which will be unveiled in the fall, will be sold by dealers executing Lincoln sales agreements.

Construction is of concrete blocks with a double layer of ⅝" sheet rock in the ceiling.

The exhaust fans on each side of the entrance are turned by friction-proof motors. The two air ducts—18 x 24—converge into a circular duct which leads through the ceiling.

Four 20" filters were installed on each sidewall at the rear of the booth. The filters may be removed from the outside for repair or replacement, another great convenience.

Another feature of the booth is the lighting.

"The lighting in most booths is fine for the topside of the car, very poor for the lower portions," Carmack pointed out. "We planned our lighting so that it is distributed evenly over the entire area."

Three recessed fluorescents were installed vertically on both sidewalls, with two additional ones in the ceiling, affording a real daylight effect. They are built in metal frames behind wire mesh glass, and sealed in with calking compound and undercoat.

As with the filters, the lighting fixtures are accessible from the outside for repairs and replacements.

The folding steel doors of the booth are equipped with a window and an escape door, and are sealed with rubber.

Throughout construction of the booth—under supervision of Owner Jim Burke and Service Department Manager Jimmy Burks—Padgett and Carmack consulted with city inspectors to make certain all fire and safety standards were met. The city building inspector was so impressed with the construction, he already has recommended it to other shops.

Padgett concluded, "We feel our spray booth is as free from dust and foreign matter as physically possible.

"Our idea was to give Jim Burke Buick customers the best paint job available for their money. Customer reaction assures us our new spray booth was well worth the effort and expense."

Willys Six-Month Sales Climb 75% this Year

DOMESTIC factory sales of Willys jeeps and other jeep utility vehicles were up 75% the first half of this year over 1954, Hickman Price, Jr., vice-president in charge of sales, announced.

Sales for the first six months of 1955 totaled 14,448 vehicles compared with 8,263 tallied up a year ago.

Casco Announces Officers

Casco Products Corp. has named John J. Reidy as executive vice-president and Harry B. Davis as vice-president of the appliance division.

Now... New GRIZZLY Sales Kit

Here's What You Get !

Steering Wheel Inspection Card
A real sales puller that's easy to use! Pull the right front wheel of every vehicle that comes to your shop . . . measure the lining . . . mark the card . . . and sell a brake job!

Brake Specialist Decal
The Grizzly decal tells all of your customers that you are a Grizzly Brake Specialist . . . and know what's best for their cars . . . helps you capitalize on GRIZZLY'S national advertising, too!

Newspaper Ad Mats
You'll be amazed at what even small space, regular advertising in local newspapers will do for you. These Grizzly ad mats lower your advertising costs . . . are tested to pull more interest and business.

Door Well Sticker
You've found this type promotion effective with chassis lubrication jobs . . . now you can use it for getting repeat brake service business. It gives the date and mileage of the brake work you do . . . recommends the mileage at which brakes should be inspected.

Colorful Streamers
These streamers remind your customers that the Grizzly Brake Linings you install are the ones they see in national publications. Hang it where it'll suggest safety and sales to every customer.

...Helps Sell Safe Brakes !

Now, Grizzly offers you a complete merchandising program that'll build your brake service business . . . boost brake reline sales . . . and play a merry tune on your cash register.

It's new . . . it's different . . . it's your answer to the problem of selling brake safety to all of your customers . . . and it costs . . . NOTHING . . . when you sign up as a Factory Authorized Grizzly Franchise Dealer. Call your distributor now . . . he'll give you all the details on becoming a GRIZZLY Franchise Dealer . . . help you get your promotion kit . . . fast!

ASK YOUR DISTRIBUTOR . . .
. . . he can give you the complete details on Grizzly SILVERTIP AND SYNCRO Brake Linings and Saftibonded sets. He'll get these free promotional aids!

Bear in Mind . . . ask for

GRIZZLY
REG U S PAT OFF
BRAKE LINING
GRIZZLY MANUFACTURING DIVISION
Paulding, Ohio

Need a jack, JACK?

NOW IS THE TIME TO SEE YOUR JOBBER FOR THE WALKER "JOB-FITTED" JACKS YOU NEED!

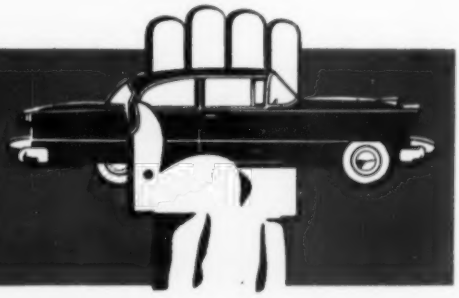
● It's here! A money-saving opportunity to get world-famous Walker Jacks priced to fit your budget. A chance to own the specialized lifting equipment that will pay off in bigger shop profits for you—year after year!

You get all the top quality in these dependable Walker Jacks that has made them the standard of the industry for more than a quarter-century. See your Walker Jobber today!

GET IT FROM YOUR JOBBER

WALKER MANUFACTURING CO. OF WISCONSIN
RACINE, WISCONSIN

Jacks • Exhaust Silencers • Oil Filters



BUY WALKER NOW AND SAVE TWICE!

Save with WALKER'S BIGGER DOLLAR VALUES!

You get Walker high quality, as always—more jack per dollar than ever!

WALKER

"Handy Boy"

—New No. 99 Hydraulic One-End Bumper Lift

A TOP VALUE!—NOW

$89.75

Save with WALKER'S EXTRA FEATURES!

Designed with you in mind—to save you time, labor and money for years.

WALKER

"Greyhounds"

—World's Finest Floor Service Jacks

AS LOW AS

$125.70

New WALKER

"Car S'ports"

—Low Cost Adjustable Car Supports

AS LOW AS

$8.75 a pair

WALKER

"Uni-Cradle"

—No. 48 Automatic Transmission Jack

A BARGAIN BUY!

$277.00

All prices Suggested Dealer Net

WALKER *leads in* JACKS

The photographer caught this group at the convention of the Independent Garagemen of Kansas (l. to r.): Directors Jess Sanders and Art Kittrell, President Ed Hudson, Vice-President Ernie Welborn and Treasurer Al Greiving. Illness prevented attendance of Secretary Max Shannon and Director Bud Downing.

for automotive dealers

Here's the "come on" line of Cap Screws and Finished Hex Nuts that means new profits for automotive dealers and repair shops.

The famous "original equipment" Lamson 1035 High Tensile Heat Treated Cap Screws have a brand new zinc and chromate plated finish. It is rust resistant and combines strength with attractive appearance.

Packed in an aluminum foil box, the "Silver Line" comes in fine or coarse thread in sizes from ¼" x ½" through ½" x 2" —68 items in all including fine and coarse thread nuts to match.

Simply specify "Silver Line" on your orders or write for a net price schedule today.

Lamson & Sessions

The LAMSON & SESSIONS Co.

1971 West 85th Street • Cleveland, Ohio

Plants at Cleveland and Kent, Ohio • Chicago • Birmingham

ONE OF THE WORLD'S LARGEST MANUFACTURERS OF AUTOMOTIVE FASTENERS

Kansas Garagemen Alter Name of Association

It is now IGOK — Independent Garagemen of Kansas—instead of KIARA—Kansas Independent Automotive Repairmen's Association—as a result of one of the last acts of the second annual convention of the association, a one-day meeting in Wichita on Sunday, June 26.

Motion to change the name to conform more readily with that of the national association—Independent Garage Owners of America—was offered by Ernie Welborn of Wichita following an election of officers after which Welborn stepped down from the presidency.

Although Ed Hudson of Wichita is the new president, Welborn continues as an officer, having been elected vice-president. Other officers, also of Wichita, are: Max Shannon, secretary and Al Greiving, treasurer.

Welborn was also elected a director for a one-year term, as was Bud Downing of Pittsburg. Shannon was named director for a two-year term and three three-year directors are Art Kittle of Pittsburg, Greiving and Hudson. Jess Sanders of Wichita has another year to serve on a two-year term.

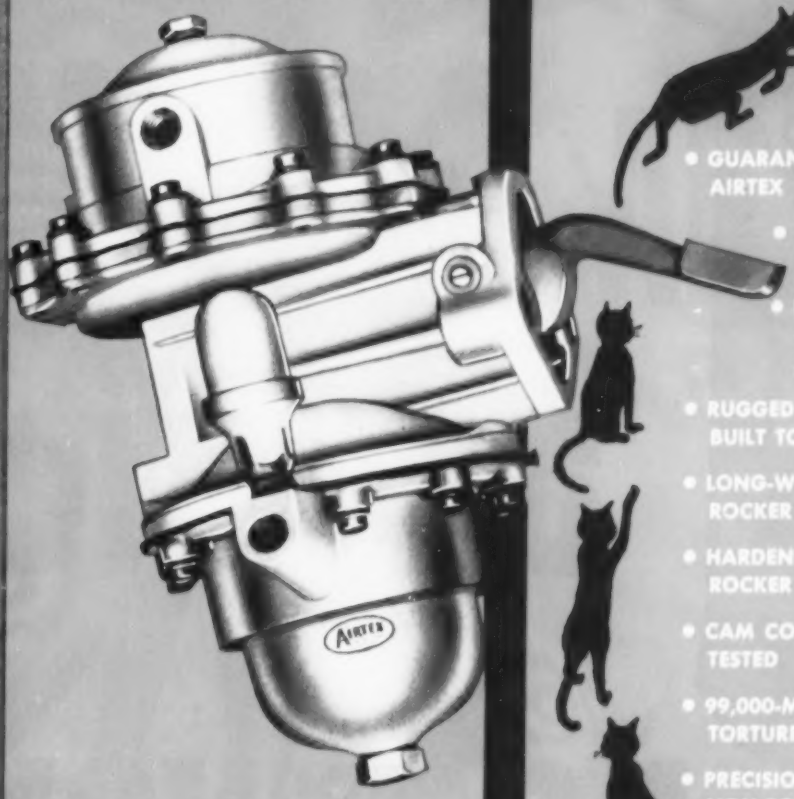
Ralph James, executive director of IGOA, addressed the convention on the need for a national association of numerical strength and said he had traveled 17,000 miles by car in the previous three months in connection with IGOA work.

In addition to James and Welborn, who discussed aims of the Kansas association, speakers appearing on the two-session, one-day program were:

L. L. Hooker, regional sales manager, CAS, who related that this plan of financing repairs is now in use in 400 communities; Art Hunsicker, zone manager for United Motors Service, who pointed out that independent repairmen do 60% of service work, and Don Compton, who discussed the association insurance plan and benefits.

the fuel pump with 9 LIVES

Built into every AIRTEX FUEL PUMP are superior features that add long life and trouble-free operation. These AIRTEX "extras" are your guarantee of complete customer satisfaction.



- GUARANTEED AIRTEX DIAPHRAGM
- HARDENED STEEL PULL ROD
- PATENTED VALVE CAGE ASSEMBLY
- RUGGED LINKAGE BUILT TO LAST
- LONG-WEARING ROCKER ARM
- HARDENED ROCKER ARM PIN
- CAM CONTACT TESTED
- 99,000-MILE TORTURE LIFE TEST
- PRECISION MACHINED NON-POROUS CASTINGS

AIRTEX

AIRTEX AUTOMOTIVE DIVISION

FAIRFIELD • ILLINOIS

World's Largest Independent Fuel Pump Manufacturer

Order from your Independent Jobber... guardian of your welfare.

GET IT FROM YOUR JOBBER

IF IT'S AIRTEX . . . IT'S GOT TO BE GOOD! • IF IT'S AIRTEX . . . IT'S GOT TO BE GOOD!

IF IT'S AIRTEX . . . IT'S GOT TO BE GOOD! • IF IT'S AIRTEX . . . IT'S GOT TO BE GOOD!

IF IT'S AIRTEX . . . IT'S GOT TO BE GOOD! • IF IT'S AIRTEX . . . IT'S GOT TO BE GOOD!

new ARCO enamel air dries for delivery in 45 minutes

how to

MAKE TIME

on a paint job

USE

ARCO 45*

the automotive enamel
that air dries
for delivery
in any weather
in

45 MINUTES

...for two-toning new cars
...panel repair...and
complete refinishing!

ARCO PAINTS
Quality... SINCE 1881

* TRADE MARK

TESTED FIRST TO LAST!

Mail Coupon For Information and Color Card on Arco 45.

THE ARCO COMPANY, Dept. 103
7301 Bessemer Avenue
Cleveland 27, Ohio

Gentlemen: Please send me complete information on Arco 45.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Mechanic Scarcity Serious

(Continued from page 41)

compensation, etc., we are cutting our work force in half and save money. More men, more trouble and loafing."

J. L. Wright, Wright's Pontiac, Milford — "We are training our men."

Hollywood-Perkins Division of The Pitcairn Co., Wilmington—"We are training 18-year-olds until the armed services take them! Most mechanics complain of low pay. In our area plumbers get $3 an hour, mechanics $1.65 to $2. Don't you think this is the answer, plus the fact that they don't come under the 40-hour-per-week law? Nothing but straight time for overtime."

Washington, D. C.

Marion G. Brown, Capitol Cadillac-Oldsmobile Co.—"Scarcity not so bad with us and we have no openings now. Company reputation and employee loyalty result in active files of applications for employment. We now have six men in our continuing and aggressive apprentice training program and usually average five."

Maurice G. Staten, Royal Motors, Inc. (Chrysler-Plymouth) — "We obtain men through newspaper ads or by word of mouth. Our shop force is three times as large as two years ago. We hold a monthly school for all mechanical personnel."

Florida

C. Allen Stevens, Al Stevens Garage, West Palm Beach—"When you mention *skilled* mechanics the shortage is critical country-wide."

Depew Auto Service, St. Cloud —"Obtaining men here at home. Find enough available for our needs. We have two more men than two years ago."

Georgia

Carl A. Cosper, Gainesville Ford Co. (Ford), Gainesville—"Getting men any available source and hiring capable young men and training them. We could use two more men and have ten more today than two years ago."

A garageman—"Most young men do not seem interested in learning the trade unless you give them skilled wages from the start."

Watson F. Lee, Seminole Motor Co. (Chevrolet-Oldsmobile), Donalsonville—"We have trained those men we have."

Hulett Williamson, LaGrange Auto Machine Shop, LaGrange—"There's a shortage of skilled machinists in this area. My business is a machine shop serving the automotive shops here."

J. Swanton Ivy, J. Swanton Ivy, Inc. (Dodge-Plymouth), Athens—"Have been obtaining men locally and training young men. Men who have the desire to do first-class work are very few. Customers like first-class work but few are willing to pay the price. They will always come back if the work is satisfactory."

Louisiana

Jules M. Armstrong, Armstrong Service, New Orleans — "We are training helpers to be mechanics. We note many are traveling around the country. Critical shortage here."

Chevrolet dealer, Coushatta — "Obtaining men through our own mechanics."

Kansas

Haskell Motors (Ford), Cottonwood Falls—"No mechanics available."

Garage at Chanute — "Enough men to meet needs. Have been obtaining them locally."

Dealer at Winfield — "Been training men and using G. I. program."

Kentucky

Edwin C. Fritts, Fritts Motor Sales (Chrysler-Plymouth), Marion — "We have trouble training men and keeping them. As soon as we get them to where they are worth something, they get lazy and finally end by quitting or we have to let them go. We can't find anyone interested in being a mechanic."

Robert K. Vance, Vance-Wilson Motor Co. (Ford), Hodgenville—"Impossible to obtain skilled men. We have been training them."

Raymond Rich, Rich Motor Sales (Chrysler - Plymouth), Central City—"Enough men to meet needs. Obtaining them locally."

D. G. Reigle, Reigle Hudson Sales and Service, Henderson—"Critical shortage. Obtaining men any place we may find them."

Louis A. Musselman, Musselman Auto Service, Louisville—"I am personally acquainted with many very good mechanics and most of them stay in one place, as a rule. There are a number of floaters who go from job to job, some for drinking, some for poor work and some who just won't work anywhere long. These men seem to be present in every locality.

"I believe that schooling should be available with emphasis on night classes. A few of them have been held in carburetion here in the past several years, but only in day classes which many cannot attend.

"I believe many older, experienced mechanics are in need of instruction to keep up with the frequent changes, as well as the young mechanics who are just starting."

Maryland

DeSoto-Plymouth dealer—"Almost impossible to obtain skilled men. We are training apprentices."

D. C. Bennett, Bennett Automotive Service (Chrysler-Plymouth), Cambridge—"No place to get mechanics, although our shortage is not so bad."

Lee D. Kefauver, The Frederick Motor Co. (Ford), Frederick—"Training our men. No fully skilled mechanics obtained since World War II. Presently have four young men training—three under the G.I. bill."

Garageman—"Young people do not seem interested in becoming mechanics as too many complaints from customers. When a mechanic makes a mistake the public expects him to work for nothing, but in other types of business they don't seem to care, so naturally the young people will seek the best type of employment."

Mississippi

Nolen Freeny, Freeny Motor Co. (Studebaker), Philadelphia—"Obtain mechanics from other shops."

Pete Rogers, Rogers Repair Shop, Hattiesburg—"Obtain men through local newspaper advertising."

S. E. Kossman, Kossman Buick

(Continued on page 91)

TRADITIONALLY

FIRST and FOREMOST

in SPARK PLUG design...

FIRST with the one-piece heat-sealed shell construction.

FIRST in welded side electrode construction for better heat and electrical conductivity.

FIRST to incorporate a resistor element for elimination of radio interference from ignition.

FIRST with fused metal-ceramic seal to stop center-wire compression leakage.

FIRST in the use of unglazed insulator tip to resist lead attack.

FIRST with the aluminum oxide insulator in the United States—a patented AC composition!

FIRST to use greater "scavenging" area between insulator and shell. For example: Has been used in AC type 48 plug since 1944.

FIRST with the long, thin, recessed, quick-heating insulator tip—the AC Hot Tip—*an AC exclusive!*

•

The above is another in a series of messages to AC wholesalers and dealers—more proof that AC Spark Plug engineers with GM resources can be depended upon to *lead* the ignition parade!

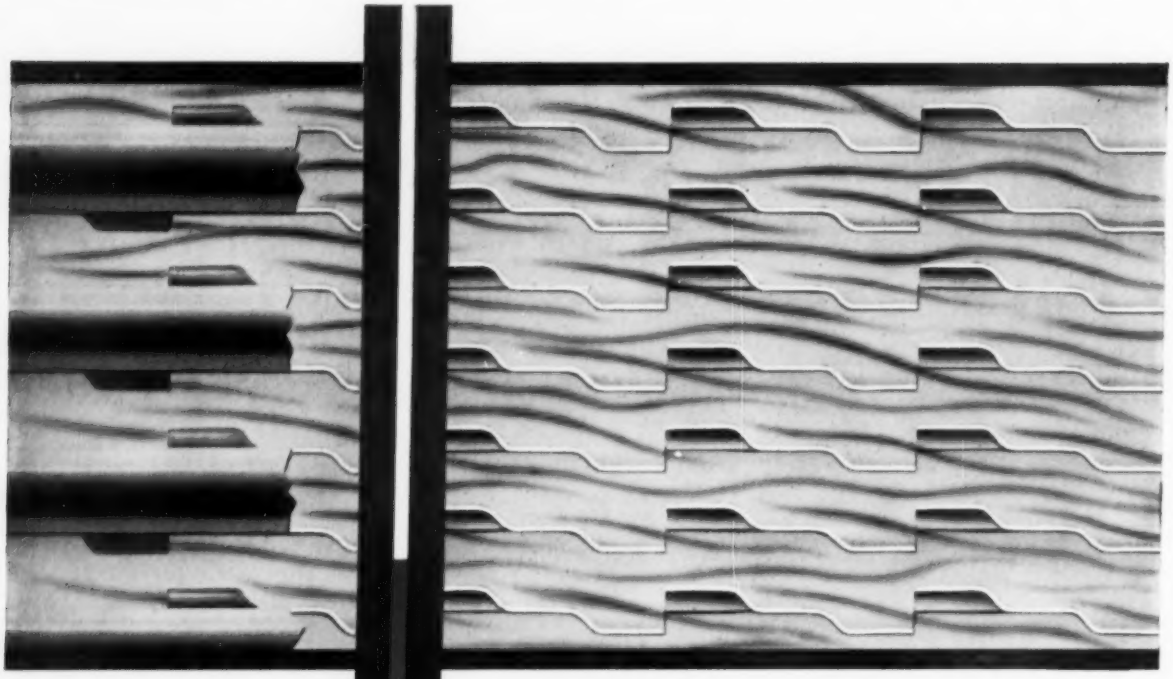
AC SPARK PLUGS

AC SPARK PLUG DIVISION
GENERAL MOTORS CORPORATION
FLINT, MICHIGAN

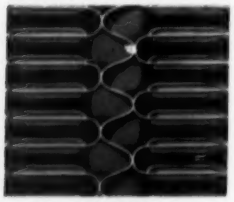
GM GENERAL MOTORS

STANDARD FACTORY EQUIPMENT ON MORE NEW VEHICLES THAN ANY OTHER MAKE

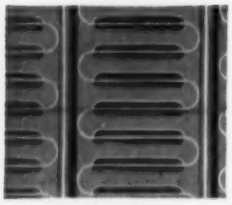
RIGHT...IN THE GROOVES!



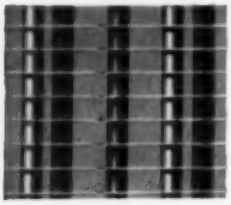
There's a special Harrison core surface for every type of application.



CELLULAR



TUBE-AND-CENTER



FIN-AND-TUBE

The big difference is in Harrison's exclusive "Whirl-Cool" design!

Gone with a *whirlwind!* That's what happens to heat when Harrison takes over a cooling job! Harrison uses scientifically designed louvered air cells for extra cooling action—"WHIRL-COOL" ACTION! That's a high-turbulence exclusive on Harrison cellular and tube-and-center cores! What's more, with Harrison you're sure of maximum durability—rugged dependability! And Harrison radiators are standard equipment on almost every other car that passes your door! Harrison replacements are available at your nearby United Motors Service distributor's or branch warehouse! Be sure to look into Harrison prices before you order. Contact your United Motors Service representative for all your replacement core needs!

HARRISON

RADIATOR DIVISION, GENERAL MOTORS CORPORATION, LOCKPORT, N. Y.

TEMPERATURES MADE TO ORDER

Mechanic Scarcity Serious

(Continued from page 88)

Co., Cleveland—"Shortage not so bad. Training young men in our service department."

Chrysler - Plymouth dealer — "Training our men, but could use two more now if could get them in this critically-short area."

Missouri

H. F. Acuff, Herb Acuff Motor Co. (Chevrolet), Harrisonville — "Enough men to meet our needs. All my men have been with me several years."

G. H. Routszong, Routszong Motor Co. (Cadillac-Oldsmobile), Sedalia—"Shortage critical. Have to depend on local availability. Could use two more men."

Robert E. Key, Bert Key's Motor Co., Joplin—"Shortage not so bad. Haven't needed any men for two years. I have a helper learning from mechanics."

North Carolina

Chevrolet dealer—"Don't know where to find two men I need."

H. W. Rothrock, Rothrock Motors, Enfield — "Shortage not so bad but could use one more man."

B. W. Taylor, Chas. H. Jenkins Co. (Chevrolet - Cadillac - Oldsmobile - Buick - Pontiac - GMC), Aulander — "Shortage critical. Training our own men."

Allen A. Smith, Smith Buick Co., Fuquay — "Critical shortage. Obtaining men wherever I can and training them at GM school."

Pontiac dealer — "Cooperating with local high school vocational classes."

R. W. Faulkner, Faulkner Pontiac Co., Wadesboro — "Adopted a training program to meet scarcity."

C. C. Cole, Cole Chevrolet Co., Yanceyville—"Shortage not so bad. We are training young G.I.'s."

Oklahoma

W. M. Worrell, Worrell Motor Co. (Pontiac), Billings—"Obtaining men locally for our critical shortage. Could use two now."

Ford dealer—"Must train men—young ones only—for our shop and could use three skilled men right now."

Panhandle Chevrolet & Implement Co., Texhoma—"Unable to get the one or two men we need now."

Holton - McDonald Chevrolet, Poteau — "Enough men to meet needs generally but could use two skilled ones."

J. S. Fisher, Fisher Motor Co. (Dodge - Plymouth), Okemah — "Shortage critical and we just ain't obtaining skilled men."

W. W. Strickland, Rabon Chevrolet, Pauls Valley—"There is a school for college boys at Okmulgee for boys who want to be mechanics. They feature a two-year course in 18 months and the ones who are graduated have all the fundamentals for making good mechanics. All they need is some experience. That is the source of supply for this area. Shortage is critical, however."

South Carolina

J. A. Cochran, South State Chevrolet Co., Chester—"Shortage not so bad, but could use two men if they were available. Using apprentice training program."

W. H. Yon, W. H. Yon Garage, Charleston — "Critical shortage. We are training what likely ones we can find and getting a few partly-trained boys from the vocational school. Could use four men today."

John L. Lentz, Pulliam Motor Co. (Ford), Columbia—"Our mechanic force is composed of trained mechanics, with no so-called apprentices. However, you will find several who do not attain the productivity we would like for the space they occupy.

"The only replacements we would make would be for a sure-shot mechanic whom we know could produce more, with quality. We have four names at present who could be contacted for hiring, should a vacancy appear in our line. They have not worked here before and the experience has been that about one-half stick or are termed desirable. We obtain men by interviews and keeping records of all mechanics who indicate they would change jobs."

Tennessee

Louis P. Kress, Kress Garage, Loretto — "Shortage critical and could use one more man. Generally obtain them locally."

S. M. Williams, Russell Reeves Co. (Oldsmobile), Memphis — "Shortage not so bad. We obtain mechanics who have moved in from small towns."

Thad Cheatham, Thad Cheatham (Lincoln - Mercury), Knoxville — "Critical shortage. Obtain men through other mechanics. Could use five more men now."

Wm. H. Reese, Reese Motors (Ford), Fayetteville — "Enough men to meet needs, obtaining them locally."

Will J. Summers, Summers Motor Co. (Lincoln-Mercury), Springfield — "Enough men locally to meet needs. Use on-the-job-training program."

Texas

Hall Cutshall, LeSage Motor Co. (Ford), Graham — "Shortage not too bad. Obtain men locally."

Joe Seeber, Johnson Bros. Chevrolet Co., Dallas — "Shortage not so bad, but could use four more men. Use newspaper ads. We start men in new-car makeready and other primary jobs, then advance them as they learn. Before we use them on the line we send them to the GM training school."

F. D. Mitchell, Central Motor Co., Inc. (Chrysler-Plymouth), Waco—"Critical shortage. We obtain men from competitive shops and car dealers who have gone out of business."

H. W. Mahood, Kenneth St. Garage, Beaumont — "Critical shortage. Men come to me from other shops. Right now I am doing mechanical work, body, fender and paint jobs, also automobile air-conditioning work. There's a real shortage in the latter. Next year I'll probably do just automobile air-conditioner work."

Fred Cook, Cook's Garage, Putnam — "Enough men to meet needs."

K. L. McConchie, Taylor Motor Co. (Chevrolet - Buick - Oldsmobile), Taylor—"Critical shortage. Haven't added any men since 1949. Used G.I. training for the last mechanics we added."

Beeville dealer—"Shortage not so bad. Training helpers in our place of business."

B. M. Stodghill, Stodghill Chevrolet Co., Kermit—"Critical shortage. Obtaining men from other shops in town and out."

Joe McDaniel, Jenkins One-Stop, Amarillo — "Critical shortage. Training men under on-the-job program."

Otice Sircy, Sircy's Garage, Petrolia — "Shortage critical. Been training men who had no experience."

Robert L. Hofmann, R. C. Motor Service, San Antonio — "Shortage not so bad. Been obtaining mechanics through salesmen."

H. F. Runnels, Runnels Chevrolet Co., Center — "Critical shortage. Been training young men up to now, but believe the scale for beginners will eliminate this method."

A garageman—"The worst trouble today with men to make mechanics, I should say the biggest percentage don't have the time to learn the trade, as there are so many jobs that pay the same for the first day's work as they will ten years from now.

"You know that when a man or boy starts as a mechanic he always costs you some way or other for the first year and then if he is pretty good he gets up and goes to some other kind of job, and you are left again with a new boy and expense.

"Then there are the customers: You can never please one of them. If you put a rear hub cap on and the front bumper fell off, it is the mechanic's fault that replaced the hub cap, and then the young man gets dissatisfied because he never does anything right and starts looking for a new job.

"A mechanic is like a doctor in that he never stops going to school to learn a little more. Every model has to have a few more tools, and yet so many jobs are the same all the time."

W. G. Proctor, Proctor Motor Co (Mercury), McKinney—"Mechanics have always been underpaid. I hope the time will come when they get $5 an hour, and it will come!"

ST. CLAIR RED TRIM CEMENT "That Old Red Book"

the Car Manufacturers Standby for over 30 Yrs.

FOR A TIGHTER, LONGER, LASTING BOND

St. Clair Cements come packed in Gallons, Quarts, Pints, 5½ oz. tubes and ½ Pint Cans with Special Dispenser gun.

USED IN MILLIONS OF CARS

RED and GRAY TRIM CEMENTS

St. Clair trim cements provide a stronger, more permanent bond between fabric and metal, wood and painted surfaces.

Write for samples — prices.

ST. CLAIR WEATHERSTRIP CEMENT

Is used for bonding weatherstrips to doors, windows and windshields. It is the same cement used in millions of cars, by car manufacturers.

Write for samples — prices.

CLAIR Trim & Runner CARPET

Manufactured by the St. Clair Rubber Co. Carpet-like Rubber material. All purpose for Trim, Runners, etc. . . . 36" width.
Colors:— Black, taupe, blue on gray, maroon on gray, green on gray.

In 25 Yard Rolls

AMCOR WOOL POLISHING DISCS

Chemically strengthened fibres — washable — stitched sheepwool tufts — heavy canvas back — heavy duty — long wearing — economical.

MIDTEX RUBBER MATTING

6 sheets, 27" x 68" packed in cylinder carton. Colors:— Black, taupe, blue on gray, maroon on gray, green on gray.

Write for Catalog sheets — Prices.

MIDWEST GENERAL CORP.
[illegible] JEFFERSON AVE. DETROIT 26, MICHIGAN

Virginia

L. L. Ralston, Community Motor Corp. (Chevrolet - Oldsmobile - Cadillac), Staunton—"Enough mechanics to meet needs. All our men have been with us for several years."

Chance's Garage, Bowling Green—"Critical shortage. We train our own men."

Welty H. Hensley, Hensley Sales & Service (Chevrolet), Eliston—"Enough men to meet needs. We train young men."

West Virginia

A. E. Boyce, Boyce Motor Co. (Studebaker), Fairmont—"Shortage critical. Use newspaper ads to obtain men and also training them."

W. W. Amberger, R & A Motors, Inc. (Dodge-Plymouth), Point Pleasant—"To me, skilled mechanics are very important. I would class them in importance or need the same almost as a medical doctor.

"In my 18 years of automotive experience I have seen some very poor workmanship by men classed as mechanics that I wouldn't have as lubrication men.

"I think this field should be given more attention and wages offered to entice more young men to become interested in this line of work. I say 'work,' it should be 'profession.' Too many people do not realize the importance of skilled mechanics. With today's automobiles they require skillful workmanship, which is becoming more necessary with each new year model. To sell these cars a garage should have men who can service them correctly and not haphazardly.

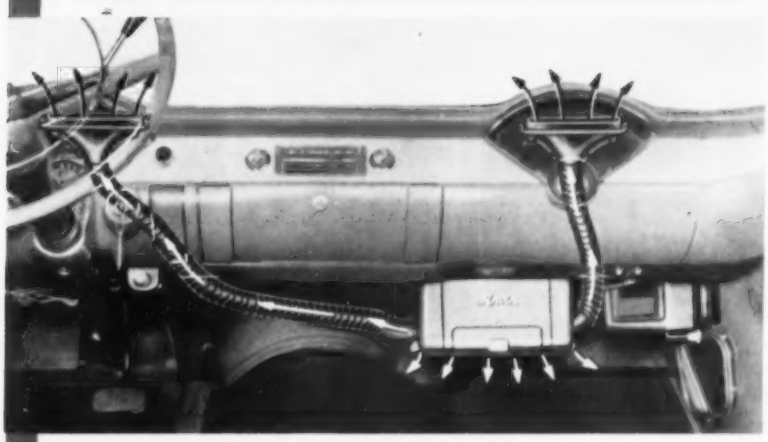
"I believe courses should be offered in schools to train men."

Easier to sell! Easier to install! **TWO GREAT NEW**

ARVIN Hot Water Car Heaters

IN BOTH 6 AND 12 VOLT SIZES

Arvin Series "55"



Arvin "55-12" installed in 1955 Chevrolet passenger car.

AS FRESH AIR HEATER fits 1955 Chevrolet and Ford cars

Big heat volume, pressure-forced throughout the car by Arvin's high-speed impeller operating up to 3000 r.p.m. Arvin's larger core refills with hot water every 2 seconds at normal driving speeds. All the air in a 6-passenger sedan is circulated every 2 minutes. Faster, easier installation!

Pressure-forced heat and defrosting

PRICED FAR LOWER THAN CAR-FACTORY HEATERS *List price only* **$44.95**

Defroster — Fresh Air Kit, $9.95 extra.

LIBERAL DEALER DISCOUNT

AS A RECIRCULATING HEATER—fits 1955 Plymouth, Chevrolet, Ford cars

An extra-performance recirculating heater-defroster that insures complete satisfaction at a budget price. Very simple to install.

Arvin Series "20"

Universal Recirculating Heater-Defroster —fits most new and old passenger cars and trucks

Top performance, unbeatable value, space-saving design! Fits small or odd-shaped spaces in cars and truck cabs. New core has 2400 square inches of radiating surface. Big 8-blade, 7-inch fan circulates *all* the air in average sedan or truck cab every 2 minutes.

$31.95

Defroster extra
Liberal dealer discount

ARVIN—First in Car Heaters Since 1921

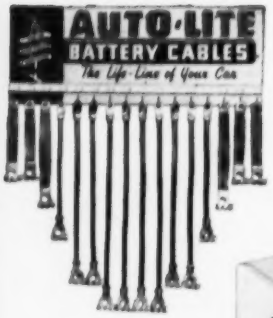
See your Arvin distributor • ARVIN INDUSTRIES, INC., Columbus, Indiana

$39.95 DEEP

Manufacturer's suggested list price

with each order totaling $19.95 for (AT TRADE PRICES)

AUTO-LITE WIRE & CABLE



Auto-Lite Battery Cable Display Rack helps serve popular cars for fast turnover.

Heavy gauge steel basic kit contains Neosheath Hi-Tension Wire, Plastic Primary Cable, a hand crimping tool, and solderless type terminals. Cash register type drawer. Wire cutting specifications and illustration of contents are on back.

Auto-Lite Spark Plug Wire in handy packages, cut-to-length sets or on spools.

Only 24 inches in length, this new and colorful Spool Cable Wall Rack —blue and red lettering on silver background— gives you handy display and convenient storage space.

The Best Advertised Wire & Cable Line

AUTO-LITE

FRYER ONLY $7.95

Auto-Lite suggested selling price

Automatic Large Jumbo 5½-Qt. Capacity Round COOKER-FRYER

THE ENTIRE FAMILY will love this fully automatic electric cooker and deep fryer. The deep down enjoyment you'll get from the delicious meals this cooker prepares is out-of-this-world. And they're so easy to prepare. Easy-to-keep-clean perforated colander holds generous portions of food . . . extra large family size 5½-quart capacity . . . single knob for convenience and accurate temperature control . . . large, easy-to-see automatic signal light.

DEALERS: All you do to assure yourself extra Wire & Cable business is to pick any assortment of Auto-Lite Wire and Cable products totaling $19.95 at trade prices and get this Alcamatic Jumbo Deep Fryer, retail priced at $39.95 for *only $7.95!* Check your stock today. See your Auto-Lite Wire and Cable supplier. This offer is limited. Act now . . . .

THE ELECTRIC AUTO-LITE COMPANY
Toledo 1 *Wire and Cable Division* **Ohio**

FIRE KING GLASS COVER
as nationally advertised in "LIFE"
See the Food You Cook . . .

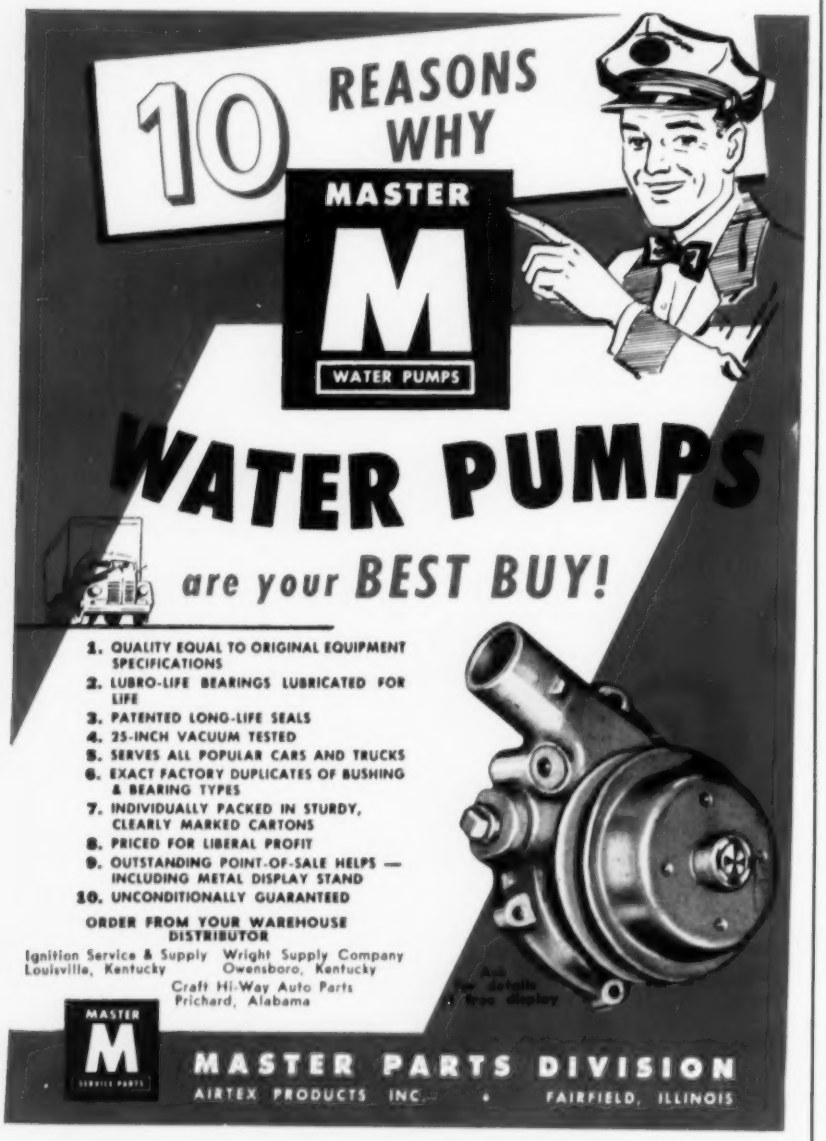
WIRE & CABLE

Parts Rebuilders Plan Transmission Clinic

AT THE clinic meeting on automatic transmissions, during the Automotive Parts Rebuilders Association convention in the Fort Shelby Hotel in Detroit Sept. 22, 23 and 24, the chronic troubles found in automatic transmissions will get a thorough analysis in open discussions by those engaged in rebuilding on the problems encountered and the best way to solve them.

A subject of importance to those bonding brake shoes is establishing a system of identification through a series of set numbers that would be used universally by the bonding trade. Jobbers have repeatedly made this recommendation in their meetings. Brake lining manufacturers standardized a system of assigning a catalog number for every vehicle manufactured. Using these catalog numbers would insure getting the proper dimensions of any given set of brake lining for the model on which it is to be used. Confusion has arisen from the various numbering systems now in use.

The subject of standardization of parts numbers on rebuilt units was initiated at the 1954 convention and efforts will be made to have it developed further.



Chrysler's Body Plant Unveiled in Detroit

CHRYSLER Division's newly-completed $20,000,000 body plant in Detroit, Mich., was unveiled last month.

The body assembly and painting technique, which involves assembling hood bonnet, fenders, deck lids and body prior to metal finishing and painting, is reported to be the first of its kind used on mass-production cars.

The plant is expected to provide a 40% increase in production of Chrysler and Imperial cars to a maximum of 1,200 units a day.

It has 667,000 square feet of floor space with a 14-mile continuous conveyor system moving through three plants and spanning nine-lane Jefferson Avenue on a conveyor bridge.

A total of 24 rail cars can be loaded or unloaded at once from 300-yard rail tracks on the first floor within the building. The receiving wells have a capacity of 18 trucks.

"Sun-Powered" Model Car To Appear at GM Show

A 15-INCH "sun-powered" automobile will be demonstrated at the General Motors Powerama in Chicago Aug. 31-Sept. 25, giving visitors a glimpse of a possible power source of the future.

The "sunmobile" has 12 photoelectric cells converting light into electric current. The current powers a tiny electric motor which propels the car. Electric lamps will simulate sunlight.

Solar power has no practical application in the automotive industry at the present time, however, GM officials emphasized.

The show will also demonstrate the fundamentals of diesel and gas turbine engines.

A highlight of the admission-free show will be the introduction of a revolutionary lightweight train designed and built by GM at the request of American railroad officials.

Huge earth movers, dump trucks, oil-drilling rigs, etc., will be seen operating.

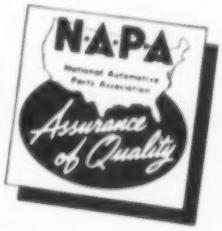
WITH A **Soundmaster**

*** **POWERFUL** because each muffler is engineered—from drawing board to laboratory and dynamometer tests—to match the special needs of each specific engine. The greater volume of exhaust gases, produced by today's greater horsepower and deeper breathing engines, is controlled within strict back pressure limits, so Soundmaster can always be counted on to give *full power performance.*

*** **QUIET** because Soundmaster, with the industry's finest research and manufacturing facilities, solves each noise problem individually. Various shell constructions, specially contoured heads and scientifically designed internal chambers and units are used —not because any one is superior, but because the right combination produces the best result for a specific engine—***POWERFUL QUIET!***

DE KOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN

FAST INSTALLATION! The perfection of Soundmaster mechanical fit makes installation fast and profitable . . . gives longer muffler life by eliminating undue strains and vibrations.



Your N.A.P.A. Jobber is Soundmaster Headquarters, with complete stocks of mufflers, pipes and accessories quickly available.

Want more facts? Use Reader Service Card Page 100

You Can Keep Up to Date! Send in the Card for . . .

- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

101 **WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6**—Gives full information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kienlen Avenue, St. Louis 20, Mo.

102 **MODEL NUMBER INTERCHANGE**—Handy reference sheet with complete listing of all passenger cars by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

104 **AUTOMOBILE CUSHIONS** — Full color catalog sheet and booklet on ventilated KOOL KOOSHION. Also an attractive folder introducing the new KING SIZE Kool Kooshion. Designed for utmost driving comfort. Kool Kooshion Mfg. Co., Oklahoma City, Okla.

105 **WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

108 **12 VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS**—A 20 page book covering the description, care, maintenance, checks, and servicing of the latest type Delco-Remy 12-volt electrical equipment used on passenger cars. 44 illustrations covering the charging, cranking and ignition circuits, etc. Technical Literature Department, Delco-Remy Division, Anderson, Ind.

109 **AMMCO HONING, ENGINE REBUILDING, AND BRAKE SERVICE TOOLS AND EQUIPMENT** — Catalogs describing the Ammco line of Wet and Dry Pin Fitting Honing Machines, Brake Shoe Grinders, Brake Drum Lathes, Brake Shoe Setting Gages, Brake Drum Micrometers, Brake Cylinder Hones, Con-Rod Aligners, Main and Camshaft Bearing Boring Machines, Ridge Reamers, Cylinder Hones, Surfacing Hones, Torque Wrenches, Small Bore Hones, Tappet and Rocker Arm Grinders and other tools. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Illinois.

111 **SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS**—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808. Alemite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

112 **MUSTANG ENGINES** — Complete catalog on MUSTANG precision-geared engines. Information on regular, plus-power, and high compression models. Information on the MUSTANG guarantee, and testing processes. Mustang Division of Rebuilders, Inc., 100 International Rd., Garland, Texas.

119 **RAMCO SERVICE MANUAL**—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp. 3698 Forest Park Blvd., St. Louis 8, Mo.

120 **NEW GRIZZLY BOOK**—Nine basic steps to extra miles of safe braking. Illustrated charts enable maintenance men to visualize faulty braking conditions and help them in trouble shooting and servicing truck and bus brakes.—Grizzly Mfg. Co., 700 W. Caroline St., Paulding, Ohio.

121 **OIL FILTER MANUAL**—Cartridge installation manual emphasizing easier service on late model cars with hard-to-reach filters. Illustrated instructions for cars thru '54, with cross reference chart. Wix Corporation, 1211 Ozark St., Gastonia, N. C.

122 **TIRE RETRUING**—An illustrated bulletin about this newest extra-profit service. Describes "Bear Balantru" Service which makes possible both tire retruing and wheel balancing in practically one operation. Explains method using just one mounting. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

124 **COMPLETE DIETZ CATALOG**—Illustrates and describes the DIETZ complete Line of Turn Signals, Clearance-Marker Lights, Stop and Tail Lights, Headlights and Spotlights, Mirrors, and other lighting and safety equipment for passenger cars, trucks, buses and tractors. This 20-page, color catalog also shows displays and merchandising aids and is indexed and Kalamazoo punched for easy reference and filing. R. E. Dietz Co., 225 Wilkinson St., Syracuse 1, N. Y.

127 **HYDRAULIC BRAKE FLUID SERVICE — HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED**—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

128 **SIGNS OF PROFIT**—A four page pamphlet describing Arrow generator and starter stock assortments. One page is devoted to a description of the Arrow Quick-Checking Meter and its uses. Arrow Armatures Co., Box 1428, Spartanburg, S. C.

129 **AUTOMATIC TRANSMISSION SERVICE TOOLS**—Illustrated catalog pages for use of tools for Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Frazer, Ford, Mercury and Chevrolet automatic transmissions. The New Britain Machine Co., New Britain, Conn.

130 **VALVE CATALOG** — A new 160 page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., Battle Creek, Mich.

131 **PLASTI-KOTE "DO-IT-YOURSELF" PRODUCTS"** — Complete catalog of Plasti-Kote aerosol pressurized products. Covers prizes, color cards, merchandising display aids, etc. on lacquers, enamels, touch-up colors for tractors, farm equipment. Includes fire extinguishers, insect repellent and other aerosol-packed items. Plasti-Kote, Inc., 425 Lakeside Ave. N.W., Cleveland 13, Ohio.

132 **AUTOMOTIVE SERVICE GUIDE**—A practical and factual presentation of the use of Impactools in automotive servicing. Contains time study reports showing how dealers and shops can increase profits for both themselves and their mechanics. Automotive Service Guides are now available for Ford, Chevrolet, Plymouth, Oldsmobile, Hudson and Studebaker. Specify which Guides you want. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

133 **CATALOG NO. 54-25th ANNIVERSARY** — Features more than 200 Champ-Item automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

135 **WHEEL WEIGHTS**—Colorful catalog describes eight types of balance weights covering 74 sizes. Also lists weight tools for application and removal of weights. Snugl Wheel Weight Mfg. Co., Kokomo, Ind.

138 **SPARK PLUG SPECIFICATION CHART** — Covering all types of installations, designed to hang on wall, includes correct procedure on installing and servicing spark plugs. Spark Plug Division, Electric Auto Lite Co., Toledo, Ohio.

140 **PRESSURIZED COOLING SYSTEM** Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 **NEW PISTON RING CATALOG** and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6651 Easton Ave., St. Louis 14, Mo.

142 **WIRE, CABLE AND IGNITION CATALOGS** of Andrews Mfg. Co., 924 S. Theresa, St. Louis, Mo.

144 **RADIATOR SERVICING EQUIPMENT**—A new 48 page book "Blueprint For Profit" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 8, Nebraska.

145 **FREE SAMPLE OF UPHOLSTERY CLEANER FOR AUTOMOBILES** — Illustrated 4 page catalog, "Jensen Presents" which give full information about Jensen's Special Auto Upholstery Foam and how it can profit jobbers, car dealers, and service stations sent with free sample of the product. Jensen Products, 4119 Broadway N. E., Knoxville 17, Tenn.

146 **NEW HI-LO LACQUER SOLVENT LITERATURE** — Colorful, 8 page booklet, which relates the complete story and practical application of Hi-Lo Lacquer Solvent now available. Attractive literature pictorially tells how to apply to fenders, panels and complete jobs. Included in booklet are prices and descriptions of many outstanding features of the Solvent. Zac-Lac Paint & Lacquer Corp., 350 Simpson St. N.W., Atlanta, Ga.

150 **ELECTRIC POWER DRIVE**—Bulletin DH 397 contains complete information on the New Manley P D-3 electric power drive which now requires no power take-off. Gives the operator a movable push-button control. Make a safe easy one-man job of tough hoisting operations. Manley Div., American Chain & Cable, York, Pa.

153 **SERVICE MANUAL FK SPARK-PLUGS** and how to properly service them is completely described in the new SERVICE MANUAL No. 7K now offered by Champion Spark Plug Co., 900 Upton St., Toledo, Ohio.

154 **BLUEPRINT FOR PROFIT** — A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up.—Inland Mfg. Co., 1108 Jackson St., Omaha 8, Neb.

157 **CATALOG NO. 53-C** — Describing complete line of generators, starter motors and armatures. Complete car application data is included in this booklet for all passenger cars through 1953. Arrow Armatures Co., Dealer Service Department, P. O. Box 1428, Spartanburg, S. C.

159 **CONNECTING ROD RECONDITIONING** — bulletin for automotive shops describing a new simplified method of grinding and honing connecting rod caps and bearing bores. It gives operation details and full information about the new model 125 Rodmaster connecting rod grinding and honing machine. The new machine tool fits in small space on a bench and is fast and accurate. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

164 **AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS** —New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog A.M.6-1. Airtex Automotive Division, Inc., Fairfield, Ill.

167 **TOOL CHEST BULLETINS** — Descriptive literature of the Huot tool chests and cabinets including the Huot Porta Cab designed for you to have rolling storage for tools. Huot Mfg. Company, 587 N. Wheeler St., St. Paul 4, Minn.

173 **HYDRAULIC PARTS** — Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1954. Eis Automotive Corp., Middletown, Conn.

180 **THE LAMSON NO. 53-A AUTOMOTIVE CATALOG** — A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts and washers, ring gear, rivets, tractor bolts, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

185 **SERVICE MANUAL FOR THE DOCTOR OF MOTORS** — A comprehensive and thorough reference book, which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools and an interesting informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Indiana.

186 **AUTO LITE BATTERY SERVICE MANUAL**—An authentic reference and guide for everyone interested in testing and servicing automotive storage batteries. Simply written and thoroughly illustrated, it is so complete in its coverage of the subject that service men and fleet operators will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

192 **THREE COLOR MACHINES FOR LACQUER OR ENAMEL**—Detailed catalog pages on operation of Color Bar-Color Bar, Jr. and Color Caddy for high, medium and low volume shops respectively. The Arco Co., 7301 Bessemer Ave., Cleveland 27, Ohio.

193 **WIRE & CABLE CATALOG** — A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data — Electric Auto-Lite Co., Spark Plug Division, Champlain & Chestnut St., Toledo 1, Ohio.

195 **CATALOG** — Presenting the entire Yankee line of lamps, mirrors, and specialties in twenty pages. Each item is illustrated text given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filing. A separate page is devoted to a description of the various point of sale aids. Yankee Metal Products Corporation, Norwalk, Connecticut.

197 **SPARK PLUGS** — Condensed four page specification folder for passenger cars, including 1951 models. "Plug Chek" Indicator and Data Book also available. The service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

198 **KWIK-WAY "VALVE FUNCTIONS"**—A publication of interest to every shop operator servicing internal combustion engines. Write for your copy today. Cedar Rapids Engineering Co., 918 17th St. N.E., Cedar Rapids, Iowa.

202 **FABRIC RENEWER** — For convertible tops, upholstery and headliners is shown in colorful literature offered by the Miller Mfg. Co., 1100 N. 32nd St., Camden 5, N. J.

206 **HASTINGS** — Replacement catalogs for jobbers only, showing exchange numbers for carburetors, generators, starters, field coils, distributors, fuel pumps and the entire line of Hasting's rebuilt parts for passenger cars and trucks. The Hastings Co., King, N. C.

210 **COLUMBUS LUXURY RIDE SHOCK ABSORBER CATALOG AND DESCRIPTIVE BOOKLET**—Latest alphabetical car listing and factory-recommended installation information featured in 12 page catalog and a booklet describing a completely new principle in automobile shock absorbers. Heckethorn Mfg. & Supply Co., Littleton, Colo.

213 **SHOCK ABSORBER CATALOG NO. 220-T-A**—A 16 page listing by numbers or by makes — shock absorbers for every automotive need — passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

214 **THE WHYS AND HOWS OF VOLTAGE REGULATORS** — Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

215 **LABOR CATALOG PAGE** — Both sides feature passenger car overloads and booster springs. Includes specifications and price. Lober Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

220 **1953 LABCO BRAKE SHOE APPLICATION CATALOG** — Complete listing of brake shoe number, F.M.S.I. number, year, make and model of automobile. Available upon request. Lober Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

222 **"WHAT PRICE QUALITY"** — Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

224 **OIL FILTER SELECTION**—Booklet explains proper selection of oil filters based on new A.P.I. classifications. Gives important information on threat of crankcase water to average motorist. Send for Operation M8, Walker Mfg. Co., Racine, Wis.

227 **FUEL PUMP TROUBLE SHOOTING**—Clearly describes and illustrates correct procedure for testing fuel and vacuum pumps, and how to use properly a fuel pump pressure gauge. Four page pamphlet also includes complete fuel pump pressure specifications and car application data. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

230 **ELECTRICAL TOOLS**—A new 44 page catalog listing complete line of portable electrical tools, including drills, polishers, sanders, valve face and seat grinders, bench grinders, abrasive discs and flexible shafts. Also included are electric tools for home work shop and craftsman. Albertson & Co., Inc., Sioux City, Iowa.

234 **SAFETY EQUIPMENT** — Miro-Flex Catalog, 8 pages fully illustrated in two colors. Gives up to date specifications of the Miro-Flex complete line of flares, mirrors, lamps and reflectors. Also catalog info on new Economy Heavy-Duty mirror line. The Miro-Flex Co., Inc., 1624 E. Second, Wichita, Kans.

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SOUTHERN AUTOMOTIVE JOURNAL
806 Peachtree St., N. E.
Atlanta 5, Ga.

236 **INSTALLATION OF SHOCK ABSORBERS**—Detailed instructions for the removal and installation of direct action shock absorbers. Stem and loop and types for both leaf and coil spring installations. Monroe Auto Equipment Co., Monroe, Mich.

237 **NEW MODEL 519 CRANKSHAFT GRINDER**—A 3 page informative bulletin just published by Lempco Products, Inc. Complete with illustrations, dimensions and reference data on this low-cost, precision crankshaft grinder with outboard counterbalancing. Write Lempco Products, Inc., Dunham Road, Bedford, Ohio.

257 **RUBBER PRODUCTS**—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Dean Mfg. Co., 1785 London Road, Cleveland 12, Ohio.

262 **OIL FILTER SELLING AIDS** — How to get extra profits in oil filter service sales. A profit making group of sales tools for dealers—the KS-50 assortment of filter cartridges and hand tools for use in servicing the hard-to-get-at as well as readily accessible filters on today's passenger cars. Wix Director for pumpside demonstration of condition of oil, SS-24 Cartridge Display Rack and Wall Chart Interchange Guide for all Cartridge applications. Ask for catalog showing complete line of Full Flow and By-Pass system Cartridges, Filters, Fittings and Lines, plus sales active WIX selling aids. Wix Corporation, Gastonia, N. C.

263 **HAND TOOL CATALOG NO. 58M** —84 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. The new Britain Machine Co., Box 1820 New Britain, Conn.

267 **AUTOMOTIVE BEARINGS** — Catalog 50-CB—a 56 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., 540 S. Mills Street, New Castle, Pa.

317 **GRIZZLY BRAKE BONDING CATALOG** — Describes equipment for conditioning shoes for bonding; power pressure gas heated automatic bonder; clamping devices and gas and electric ovens for bonding. Complete listing of Saftibond segments and applications. Grizzly Mfg. Co., Paulding, Ohio.

323 **BRAKE LINING** — A new 18 page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Besto Corp., P. O. Box 346, New Castle, Ind.

334 **"STYLENGINEERED LUBRICATION DEPARTMENTS"** — 32 page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Lincoln Engineering Company, 5706 Natural Bridge Avenue, St. Louis 20, Missouri.

336 **NEW FILKO IGNITION PARTS CATALOG** — Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B. Mfg. Co., 4246 W. Chicago Avenue, Chicago 51, Ill.

338 **AUTO LAMP SERVICING GUIDE** —Illustrated and handy reference with replacement charts and instruction for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also complete information on servicing directional signal flashers. Tung-Sol Electric Inc., 95 Eighth Ave., Newark 4, New Jersey.

340 **RADIATOR AND WATER CLEANER** — Catalog describing new radiator and water cleaner. Unit easy to install, priced economically, two models fit all cars, trucks and buses. Cartridge easily and quickly changed. Fram Corporation, Rumford Post Office, Providence 16, R. I.

341 **SERVICE MANUAL FOR AUTOMATIC TRANSMISSIONS** — Details and illustrations for checking level and changing fluid on Hydra-Matic, Dynaflow, Power Glide, Ultramatic, Chrysler Fluid Drive and Hudson Wet Clutch. The Bell Co., Inc., 411 N. Wolcott Ave., Chicago, Ill.

358 **G-E SAFETY LIGHTING SERVICE MANUAL** — Tells how to sell automotive lighting service . . . How to aim headlamps . . . What lamps to stock . . . Fully illustrated and packed with plenty of "Know-how." Inquiry Bureau, Lamp Department, General Electric Co., Nela Park, Cleveland 12, Ohio.

361 **NEW "QUICK REFERENCE" GASKET CATALOG** — Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Felt Products Mfg. Co., 1308 Carroll Ave., Chicago 7, Ill.

363 **MOTOR LIFE EXTENSION** — A Tune-Up Digest plus periodic service bulletins on Fuel Pump testing & maintenance, Voltage Regulators and Ignition tune-up. Descriptive information on Fuel Pumps with the Lifetime Bunalon Diaphragm, Fuel Filters and Ignition Parts. Motor Life Extension Institute c/o Kem Mfg. Company, 20-21 Wagaraw Rd. Fair Lawn, N. J.

364 **AUTOMOTIVE SAFETY LIGHTING DEVICES**—A new automotive catalog illustrating reflectors, directional signals, tail lights, stop lights, armored clearance lamps and safety reflector flares—all heavy duty equipment, designed and built for commercial truck and bus use. Grote Mfg. Co., Bellevue, Ky.

370 **EMEROL MFG. CO.** — Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oiler, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. Emerol Mfg. Co., 243 W. 60th St., N. Y. 23, N. Y.

389 **"FACTS OF LIFE"** — **ENGINE LIFE** — 16 page booklet on common engine troubles and corrections, with emphasis on the non-mechanical tune-up. Illustrated throughout. Gives the complete story on oil additives, also selling tips and instructions for use. Castle Division, Hastings Manufacturing Co., Hastings, Michigan.

407 **A B C's OF SAFE PROFITABLE TIRE SERVICE**—A 24 page book just published by Bowes "Seal Fast" Corp. Complete with illustrations and how-to-do-it instructions. Outlines latest tube and casing repair techniques as well as reconditioning trade-ins for profitable resale. Bowes "Seal Fast" Corp., 147 North Pine Street, Indianapolis 2, Indiana.

416 **TAIL PIPE REPAIR KIT** — A four page color catalog describing the Quaker heavy gauge, seamless tail pipe repair kit. Four sizes to fit all cars. Quaker Supreme Chemical Corp., 315 Whitman St., Montgomery, Alabama.

8/55/2

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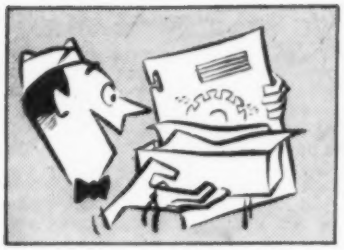
List Items You Want. Tear Out and Mail Attached Card Now!

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished. You may enter a new subscription or renew a present subscription with the card also. Subscription rates $1.00 per year; 3 years $2.00.



NEW PRODUCTS AND CATALOGS

800—Car Hoist

An electrically-operated hoist, which will tilt a car to 90° if necessary, has been introduced by Metallizing Co. of America, 3520 W. Carroll Ave., Chicago 24, Ill.

Called the "Mogul-Hall Kar-Jig," the hoist is suitable for engine repair,

transmission and drive line work, steamcleaning, undercoating, body and fender work and frame straightening. Rotation does not cause spillage of gasoline, oil, acid or water, according to the manufacturer.

Want more info? Use coupon on page 100 and you will get it!

801—Rubber Rugs

Heavy-duty rubber rugs for most late-model cars, which come in two-piece sets for the front and four-piece sets for the front and rear, are available from Globe Rubber Products Corp., 3333 N. Laurence, Philadelphia, Pa.

Made in six colors, the rugs can be cleaned without removal from the

floor. Rear sets come in rectangular shapes.

Want more info? Use coupon on page 100 and you will get it!

802—Anti-Freeze

A non-evaporating-type anti-freeze, featuring a blend of rust inhibitors designed to stand up under temperatures and speeds of high-compression engines, has been introduced by Commercial Solvents Corp., Automotive Specialties Dept., 260 Madison Ave., New York 16, N. Y.

One filling lasts all winter with no evaporation or boil-away, the announcement said, and it will not clog the cooling system with oily dirt particles.

Want more info? Use coupon on page 100 and you will get it!

803—Tubeless Rim Band

A rim band for tubeless tires that reportedly prevents leaky rim rivets and rim well rust has been introduced by Lee Tire & Rubber Co. of New York, Inc., Conshohocken, Pa.

The band is made of air-sealing rubber which is cemented to the base of the rim well. It fits all types and sizes of rims and will last the life of the rim, the manufacturer said.

Want more info? Use coupon on page 100 and you will get it!

SELIG'S "SNOW"

THE NEW SENSATIONAL CAR AND TRUCK WASHING POWDER . . .

- Softens hardest water and "rips" off toughest dirt film
- Contains no filler, caustics or alkalies
- 100% active cleaning agents
- Fast drying . . . contains no soap or fats
- Concentrated . . . a little goes a long way
- Will not remove or dull a waxed or porcelainized surface
- Will not spot or stain metal bodies or injure paint or decals

• Will Double Your Car Wash Profits

• Makes Truck Washing Cheaper and Easier

UP TO 50% MORE PROFIT IN ANY SIZE DRUM

One to two ounces of "SNOW" in two gallons of water produces an abundance of suds which will remain stable for many hours permitting more "clean vehicles per ounce!"

THE SELIG COMPANY
342 Marietta St., N. W., Atlanta, Ga.

☐ Please send a 20 gal. trial drum of "SNOW"

☐ Please send more information on "SNOW"

Name_____

Address_____ City_____

THE SELIG COMPANY

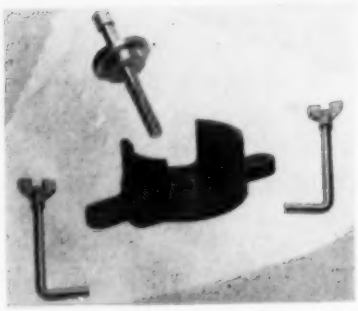
Serving the automotive and trucking industry since 1896.

ATLANTA DALLAS KANSAS CITY HOUSTON NEW ORLEANS

804—Hydra-Matic Tools

A line of tools for servicing and rebuilding Hydra-Matic transmissions, designed to eliminate the need for many single-purpose tools, has been developed by The New Britain Machine Co., South-East Sts., New Britain, Conn.

Shown here is a multi-purpose clutch spring compressor, which eliminates the need for a press when removing or replacing clutch cover snap rings or a reverse cone clutch piston retainer. Other tools are a front and rear clutch tester, front pump holder and front planetary holder, governor sleeve aligning tool and reverse cone clutch installer.



Want more info? Use coupon on page 100 and you will get it!

Replace with Parts designed for the Ignition Specialists

Andrews

IGNITION PARTS, WIRE and CABLES

The complete line of high quality, full value ignition parts, serving the Ignition Specialist for nearly 35 years.

Parts made to give extra service in automotive replacement — insuring customer satisfaction since 1921.

ORDER FROM YOUR JOBBER

CUSTOMER SATISFACTION Quality Andrews Value SINCE 1921

Andrews MANUFACTURING CO. ST. LOUIS, MO.

Southeastern Representative:
LAWRENCE M. HIRSIG & COMPANY
American National Bank Building
Jacksonville 7, Florida

Southwestern Representative:
LYNN & HEMPHILL
301 North Market
Dallas, Texas

805—Polish Compound

A car polishing compound in an aerosol container, which reportedly can be sprayed on in five minutes and wiped off in ten with no polishing or hard rubbing required, has been announced by Liquid Glaze, Inc., 704 Sheridan St., Lansing 6, Mich.

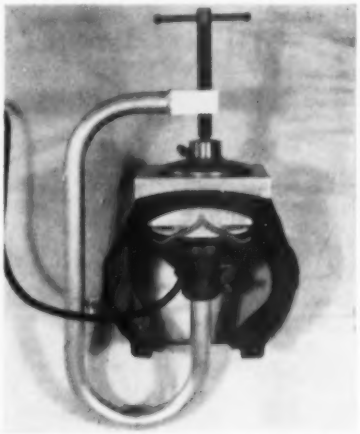
It is said to provide maximum protection against dust, dirt, road scum, salt spray and other damaging elements for months.

Want more info? Use coupon on page 100 and you will get it!

806—Vulcanizing Tubeless

Vulcanizing equipment for tubeless tires, featuring a heater head thermostatically controlled to prevent overcuring or damaging tires, has been announced by Bowes "Seal Fast" Corp., Henderson St., Indianapolis 7, Ind.

The heater head is reversible so direct heat may be applied inside or



outside the tire. Contour molds make pressure uniform throughout the area being repaired. Repairs can be made inside or outside the tread, shoulder or sidewall.

Want more info? Use coupon on page 100 and you will get it!

807—Parts Catalog

A 100-page illustrated catalog containing data on its line of mufflers and pipes, with application for most cars, trucks and tractors, and a section on heavy-duty exhaust system parts for trucks, has been issued by AP Parts Corp., 1801 Spielbusch, Toledo 1, Ohio. It includes a section on merchandising aids available to wholesalers and dealers.

Want more info? Use coupon on page 100 and you will get it!

808—Leather Conditioner

A conditioner for leather and plastic, said to clean, enrich, protect, leave shock-proof and render dust-repellant, has been announced by Perfection Pluss, 14532 Vanowen St., Van Nuys, Calif. It comes in an 8-oz. can with applicator, but is also available in gallons.

Want more info? Use coupon on page 100 and you will get it!

(More New Products on page 105)

See Section 2-E of your Buick Shop Manual

Everybody benefits when you refit worn engines with

BUICK

FACTORY ENGINEERED

KROME PISTON RINGS

Your business benefits because Factory Engineered Krome Compression Rings and Oil Rings are designed for proper fit and dependable operation—a credit to your name for satisfactory service.

Your Buick-owning customers benefit because new Krome Rings help restore high gas mileage and oil economy.

Buy them from your Buick dealer — at full discount.

Did You Know that Buick MD50 Steel Oil Rings have Full-Flow Springs that cannot block any piston oil hole?

BETTER WORK WITH

FACTORY ENGINEERED PARTS

ENGINEER APPROVED ACCESSORIES

BUICK

FACTORY ENGINEERED PARTS

SEE YOUR BUICK DEALER — *Your One-Stop Source for Buick Parts*

With the new Moog Ball • Bearing Idler Arm Kit K-251, you *re-install* the original Frame Bracket and Idler Arm. And they perform *better than new* . . . with the idler arm *full-floating* between grease packed and fully enclosed ball • bearings!

Unlike conventional idler arm kits, there is *no* possibility of binding (friction) or slack (looseness) between screw parts. This frees steering, eliminates noise and prevents any toe-in change due to idler arm play!

SEE FOR YOURSELF how the Moog Ball • Bearing Idler Arm Kit adjusts out steering play in a simple demonstration at your Moog Jobber's. Then, *buy* the low-cost Popular Assortment now being featured.

MOOG INDUSTRIES, INC. • ST. LOUIS 14, MO.

GHQ for Chassis and Suspension Parts

. . . and *Chrome+Plus* Piston Rings

More New Products

(Continued from page 102)

809—Car Supports

A line of adjustable car supports for use in under-car servicing and repairs, said to incorporate long-life durability and performance at a low cost, has been announced by Walker Manufacturing Co. of Wisconsin, 1201 Michigan Blvd., Racine, Wis.

Construction features include a pressed steel frame, heavy-duty mal-

leable iron rack bar with positive holding dog mechanism and a release which doubles as a carrying handle. A turned-edge base design provides a grip to uneven surfaces without damage to the floor.

Want more info? Use coupon on page 100 and you will get it!

810—Bonder

A bonder with attaching power cord, chisel for removing old lining, sander head for cleaning shoes, clamps for four brake shoes, a roll of bond tape and a can of activator has been announced by Barrett Equipment Co., 21st & Cass, St. Louis 6, Mo.

It accommodates a full set of passenger-car shoes and the shoe clamps furnished permit tightening to a predetermined pressure without distorting the shoes. The bonder is thermostatically controlled and operates on 115-volt AC outlets.

Want more info? Use coupon on page 100 and you will get it!

811—Tubeless Plug

A tubeless tire plug, with an integral rubber collar at the base of the tip to provide an hermetic seal with the inner liner of the tire, has been announced by Tyrex Sales Corp., 1640 Court Pl., Denver, Colo.

Accommodating punctures up to 5/16" without removing the tire, the plug's compressible body and external ridges fill and seal irregular holes throughout the depth of the carcass.

Want more info? Use coupon on page 100 and you will get it!

812—Aluminum Cables

Aluminum battery cables, said to be two sizes larger but half as heavy as copper cables and with a lower electrical resistance, are available from Automotive Division, Essex Wire Corp., 37 Manchester Ave., Detroit 3, Mich.

Total resistance is further lowered by aluminum eyelet terminals, the manufacturer said, and assemblies are produced with either cast brass or die-cast battery terminals.

Want more info? Use coupon on page 100 and you will get it!

813—Brake Sizer

A brake sizer combining a hand-operated radius grinder, drum sizer and master shoe and drum gauge, has been announced by Barrett Equipment Co., 21st & Cass, St. Louis 6, Mo.

The set includes three brake sizers in either 10", 11" or 12" diameter—

for shoes of standard diameter, shoes .015 oversize (.030 oversize drum—first machining), shoes .030 oversize (.060 oversize drums, the maximum recommended by car manufacturers).

Want more info? Use coupon on page 100 and you will get it!

814—Rod Journal Micrometer

A connecting rod journal micrometer for measurement of large engines, featuring gradations on the underside of the barrel to eliminate the need of removing the micrometer from the work for reading, has been introduced by The Central Tool Co., 49 Thomas, Cranston, R. I.

The device has a range of 2½"-3½" by thousandths and is furnished with a forged steel frame with friction stop, locknut and standard test gauge.

Want more info? Use coupon on page 100 and you will get it!

Here's what's new about the MOOG BALL•BEARING IDLER ARM KIT

PATENT PENDING

NEW SAFETY—Positive steering control! NEW ECONOMY—Maintains wheel alignment! NEW CUSTOMER SATISFACTION—Users claim an amazing "power steering" effect! NEW EASE OF INSTALLATION—Any garage that can reset toe-in can install! NEW BUSINESS—For idler arm replacement *and* as conversion kit on hard-to-steer cars!

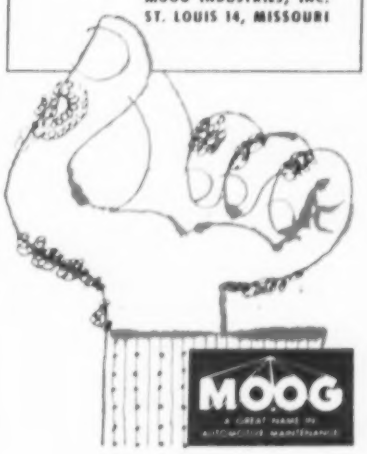
Kit K-251 fits 80% of cars:

Ford, Mercury, Lincoln, Plymouth, DeSoto, Chrysler, Pontiac, Buick, Oldsmobile, Cadillac, Packard, Willys, Hudson and Nash.

Kit K-252 fits Dodge
Kit K-253 fits Packard
Kit K-254 fits Chevrolet

Write for Moog Catalog 1024 for years and models of cars, other information.

MOOG INDUSTRIES, INC.
ST. LOUIS 14, MISSOURI



MECHANICS ARE BUYING

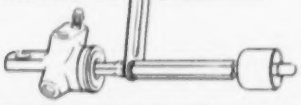
WONDER BRAKE TOOL

$3.95 NET

because...

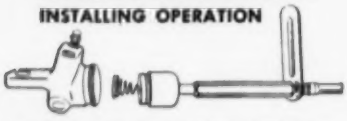
It is the only tested brake tool on the market today that handles two jobs more efficiently, and more economically. This means profits to you! Especially adapted for use on front wheels—with one end you withdraw worn cups and pistons without damage to the cylinder—the other end installs new parts quickly and easily. Letters to us from mechanics say they would gladly pay twice as much for this tool—it's efficient and priced right.

WITHDRAWAL OPERATION



Simply press teeth of tool into piston, tighten handle clockwise, and when locked tight, pull out piston.

INSTALLING OPERATION



Swab piston and cup with brake fluid, insert into injector and flush with surface, hold close to cylinder, and set into position.

WONDER BRAKE TOOL IS SOLD ONLY THROUGH YOUR JOBBER. WRITE US IF HE CANNOT SUPPLY, AND WE'LL SEND YOU NAME OF NEAREST WHOLESALER.

Win Well INC.

6803 West Blvd. • Inglewood 3, Calif.

815—Wheel Balancer

A portable wheel balancer for passenger cars and light and heavy trucks has been announced by Wheel Balancer Manufacturers Associated, 3171 Hampton Ave., St. Louis 9, Mo.

It is not necessary to remove hub caps, skirts or any other parts when using the unit and dynamic balance correction can be obtained by moving a switch, the announcement said.

Want more info? Use coupon on page 100 and you will get it!

816—Hose Clamp

A general purpose hose clamp, which can be put in place in about three seconds by crimping with ordinary pincers, has been announced by Circle Clamp Corp., 39 Broadway, New York 6, N. Y.

The clamp is usable with blowtorches, welding equipment, fire ex-

tinguishers, motors, compressors, pumps, car accessories and bodies and service station maintenance equipment. It is available in 20 sizes ranging from ¼" I. D. to 2⅝" I. D.

Want more info? Use coupon on page 100 and you will get it!

817—Light Control Switch

A device to keep the dome light from burning when a car door is opened is available from D & V Manufacturing Co., Box 3843, Birmingham, Ala.

A metal tab, which holds down the door switch, pivots on one of the switch plate screws and can be swung clear of the switch, permitting it to operate normally.

Want more info? Use coupon on page 100 and you will get it!

818—Regulator-Filter

A combination fuel pressure regulator and filter which fits in the fuel line of cars, trucks, tractors or stationary engines has been announced by Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

The unit is said to prevent flooding, stalling and vapor lock, to make starting quicker and to cut fuel waste. It provides fuel pressure of two lbs. psi on the carburetor float valve and seat and maintains required volume of filtered fuel at minimum pressure for correct air-fuel mixture, the announcement said.

Want more info? Use coupon on page 100 and you will get it!

819—Plastics Instructions

Instructions with photographs illustrating repairs on plastic fenders have been issued by Lunn Laminates, Inc., Huntington Station, L. I., N. Y. The instructions cover the operation step by step.

Want more info? Use coupon on page 100 and you will get it!

820—Reflector

An aluminum reflector, designed especially for shallow installations and featuring 7/16" over-all height from mounting position, is available from Yankee Metal Products Corp., 31 Grand St., Norwalk, Conn. The 3" Stimsonite reflector has a rust-proof aluminum frame and is available in red or amber.

Want more info? Use coupon on page 100 and you will get it!

821—Truck Bumpers

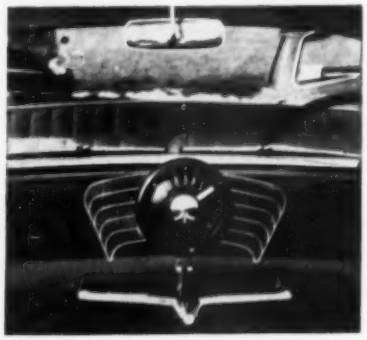
Rubber-coated fabric truck bumpers, which can be mounted on a truck body to prevent damage to the vehicle, buildings or cargo, have been announced by Bumpers, Inc., 1875 Forest Hills, East Cleveland 12, Ohio. Construction allows reversing the fabric when one side is worn.

Want more info? Use coupon on page 100 and you will get it!

822—Speed Indicator

A combination air speed indicator and insect deflector, which attaches to the hood of the car and enables the driver to check speed without removing his eyes from traffic or turning on the dash light, has been announced by Sinko Manufacturing Co., 3131 W. Grand Ave., Chicago 22, Ill.

The device, which works on air without mechanical parts, has trans-



parent Plexiglas dial and deflector wings. The dial registers speed from zero to 120 mph.

Want more info? Use coupon on page 100 and you will get it!

823—Water Pump Catalog

A catalog concerning applications for vacuum-tested water pumps by car, truck or engine, including 1955 models, has been issued by Airtex Automotive Division, Fairfield, Ill. Pumps are identified as bearing or bushing type and an interchangeability chart lists manufacturers' serial numbers.

Want more info? Use coupon on page 100 and you will get it!

824—Battery Charger

A portable fast charger, which can be used as a slow charger or as a gang charger for 16-20 batteries, according to the manufacturer, has been announced by Autocharge, 10th & Missouri Sts., Oklahoma City 17, Okla.

It delivers 110 amps on six volts and 60 amps on 12 volts. The charger

features tapering charge, nine-point charging rate selection, full-wave selenium rectifier, a controlled timer with hold feature and lever-type clips.

Want more info? Use coupon on page 100 and you will get it!

825—Lacquer Putty

A lacquer putty, reported to require no prime coat and to eliminate porous or pinhole surfaces, has been announced by Zac-Lac Paint & Lacquer Corp., 350 Simpson St., N. W., Atlanta, Ga.

Made in red, grey and green, the putty is said to have excellent adhesion and to be shrink-resistant.

Want more info? Use coupon on page 100 and you will get it!

826—Hydraulic Brake

A hydraulic power brake, which operates even when the ignition is turned off, has been introduced by Santay Corp., 351 N. Crawford Ave., Chicago, Ill.

It is said to cut braking time to a minimum and to reduce braking effort to half at higher speeds. Installation takes around 30 minutes and tapping into the manifold is unnecessary.

Want more info? Use coupon on page 100 and you will get it!

827—Polish

A liquid car polish containing nylon, which reportedly removes surface grime and dead pigment without harming the finish and deposits an invisible film resistant to water spots, has been announced by Nylwax Corp., 4 Judson Rd., Worcester, Mass. Called "Nylwax," it is said to be especially effective for cars exposed to salt air and water.

Want more info? Use coupon on page 100 and you will get it!

828—Spark Plugs

A counter vending box containing 50 spark plugs of six types for outboard motors, power lawn mowers and home power equipment has been issued by Champion Spark Plug Co., Upton Ave., Toledo 1, Ohio.

Called "50-Pack," the assortments provide folders covering marine engine applications and home power equipment. The plugs are divided into 15 of one type, ten each of two types and five each of the other three types, proportioned according to the popularity of the various plugs, as shown by sales figures. The six plug types are reported to cover 384 engine applications.

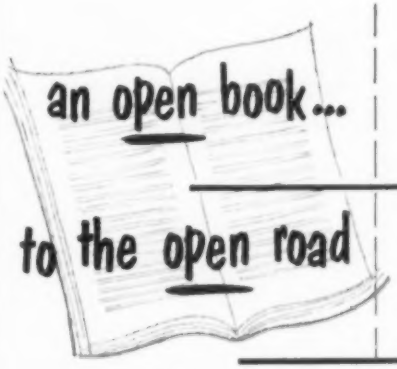
Want more info? Use coupon on page 100 and you will get it!

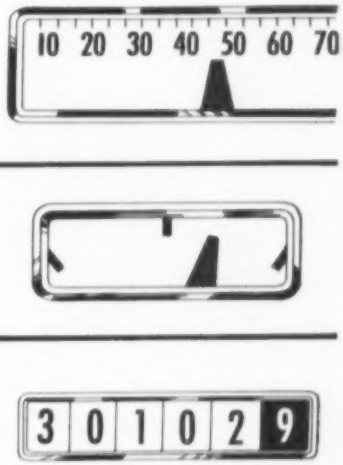
829—Paint Remover

A paint remover, said to dissolve paint, varnish or lacquer from raw metal, wood, concrete or brick without harm to the basic surfaces, has been introduced by Creative Chemical Co., Inc., 2727 E. Nine Mile Rd., Hazel Park, Mich.

R. P. O. (rinses paint off) can be brushed, poured or sprayed on the surface, then washed off with a stream of water, the announcement said.

Want more info? Use coupon on page 100 and you will get it!





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Figures don't lie! Roadwork tells why Michigan Hi Therm Engine Bearings are better for replacement. Operation facts show proof of more time on the road . . . more earning power with Michigans.

The Thin-Wall babbitt bearing which we designed, engineered, developed and for which only we hold the patent is proof of advanced engineering.

DETROIT ALUMINUM & BRASS CORPORATION

DETROIT 11, MICHIGAN

830—Dome Lights

Dome lights, featuring extra-wide lens for interior illumination of

trucks, cars, trailers and boats, have been announced by Auto Lamp Manufacturing Co., 2909 S. Indiana Ave., Chicago 16, Ill.

Measuring 5½" in over-all diameter, the light is flat, fitting flush into the body. A 4" lens produces diffused light for maximum visibility.

Want more info? Use coupon on page 100 and you will get it!

831—Shaver Plug

A device for operating electric shavers in cars, boats, trucks, trailers or planes, which converts six- or 12-volt current to the 110-volt current necessary for electric shavers, has been announced by Shavex Co., 3456 Glendale Blvd., Los Angeles 39, Calif.

"Kar-Shave" plugs into the cigarette lighter and is said to draw less current than a taillight. It weighs less than 1½ lbs. and is slightly larger than a king-sized cigarette pack.

Want more info? Use coupon on page 100 and you will get it!

832—Disconnect Switch

A master disconnect switch, designed to prevent tampering by cutting off electrical power at the source, has been developed by Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

Featuring a mechanically balanced, lever-operated switch operation on ball bearings, construction is of steel or brass with heavy-duty copper contacts for six - and 12-volt systems and silver inlaid contacts for 24-volt systems.

Want more info? Use coupon on page 100 and you will get it!

833—Heater Hose

A neoprene car heater hose, which is reported to combat tube deterioration, has been announced by Thermoid Co., 200 Whitehead Rd., Trenton 6, N. J.

The neoprene inner tube is designed to withstand harsh conditions and a tie gum section locks the outer covering to the inner tube without restricting flexibility. An all-steel hose rack is furnished with every 100' of hose.

Want more info? Use coupon on page 100 and you will get it!

834—Power Tool

An Impactool for standard duty applications where maximum power and speed are not required has been announced by Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y.

Adaptable to drilling, reaming, tapping, screw driving, wire bushing,

etc., the device has impact mechanism and construction features similar to the heavy-duty size Impactool.

Want more info? Use coupon on page 100 and you will get it!

835—Wheel Balancer Catalog

A four-page catalog describing its line of wheel balancers for passenger cars, light trucks, transport trucks and buses has been issued by Hunter Engineering Co., Hunter Ave. at Ladue Rd., St. Louis 24, Mo. Features and specifications are given for each model.

Want more info? Use coupon on page 100 and you will get it!

DEGREASER!

engine shampoo

QT. SIZE CONCENTRATE MAKES 2 GALLONS

Takes cling out of oil and grease . . . emulsifies it . . . so that all dirt may be hosed off as easily as you rinse hands under water faucet. Launders engines faster, more completely, and safer than steam cleaning (warm the engine). Self scouring action brings out factory new appearance . . . provides accurate visual inspection . . . Gunked engines run cooler. Far surpasses the performance of MIL, GOV., and JAN applicable specifications. Get Genuine Gunk in quart and larger sizes at better wholesale auto suppliers throughout the country . . . Flatly refuse imitations.

IMMEDIATE DELIVERY

1 PINT OR A TANK CAR

CURRAN CORP.
Mfg. Chemists
LAWRENCE, MASS.

836—Upper Control Arm

An upper control arm for 1949-53 Fords and 1952-53 Mercurys has been announced by Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo. Catalog number is K-800.

Want more info? Use coupon on page 100 and you will get it!

837—Refrigerant

A one-pound disposable "Charg-A-Can" containing Freon-12, a refrigerant chemical for air conditioning, is available from Aerosol & Refrigeration Div., American Potash & Chemical Corp., 3030 W. 6th, Los Angeles,

Calif. Technical information and parts needed for automobile installation are stocked by refrigeration wholesalers.

Want more info? Use coupon on page 100 and you will get it!

838—King Bolt Catalog

A parts catalog for king bolt sets replacements, featuring a compilation containing alphabetical listings and a numerical cross reference chart, has been issued by Master Parts Division, Airtex Products, Inc., Fairfield, Ill. An interchange chart shows company number, original part number, year, car, model and replacement numbers of other manufacturers.

Want more info? Use coupon on page 100 and you will get it!

839—Flasher Assortment

An assortment of six flashers, said to be able to handle 97% of all replacements, has been announced by Tung-Sol Electric, Inc., 95 Eighth Ave., Newark 4, N. J. It includes two universal P229D, two P229D, one A2295 and one P273D.

Want more info? Use coupon on page 100 and you will get it!

840—Tire Rivets

Rubber rivets for puncture repair of regular, tubeless, truck and farm tires are available in do-it-yourself kits from Triple Seal Corp., Miami, Fla.

The kits feature an insertion tool which is said to permit repair without increasing the size of the puncture hole. Kits come in 25- or 50-rivet sizes.

Want more info? Use coupon on page 100 and you will get it!

841—Brake Tool

A tool for use on brake cylinders of Chrysler Corp. cars and some trucks, to speed up the withdrawing and inserting of cups and pistons without damage or pinching, has been announced by Win-Well, Inc., 6803 West Blvd., Inglewood, Calif.

One end of the tool expands and "bites" into the cup for withdrawal, and the other end is adapted for inserting the new part.

Want more info? Use coupon on page 100 and you will get it!

842—Bead Expander

A tubeless tire bead expander, consisting of a neoprene tube which is plugged at one end with a standard air inlet valve at the other, has been developed by Ken-Tool Manufacturing Co., 768 E. North St., Akron 5, Ohio.

When wrapped around the tire and inflated, the action forces tire beads against the rim and permits inflation to driving pressures. The tube's nylon sheath is said to be unaffected by acids, grease or solvents.

Want more info? Use coupon on page 100 and you will get it!

843—Brake Machine

A brake "Dokter" for Chevrolet or Ford cars, which requires no separate adapters for mounting on front or rear, has been introduced by Barrett Equipment Co., 21st & Cass, St. Louis 6, Mo.

Pressure-sensitive abrasive discs are used for accuracy and the unit is

adjusted for drum oversize through use of shims between grinder and adapter. It has a built-in dust collector.

Want more info? Use coupon on page 100 and you will get it!

844—Parts Cleaner

A parts cleaning solution, which is sprayed on blocks, parts and frames with a conventional air hose, has been announced by the Selig Co., 342 Marietta St., N. W., Atlanta, Ga. Called "Kutzit," the cleaner does not harm paint, rubber or skin, the manufacturer said.

Want more info? Use coupon on page 100 and you will get it!

845—Quad Ring Booklet

A 10-page booklet covering quad ring composition, specifications and applications has been issued by Minnesota Rubber and Gasket Co., 3630 Wooddale Ave., Minneapolis 16, Minn. Factory-approved installation methods are included.

Want more info? Use coupon on page 100 and you will get it!

846—Lift Truck

A one-mast lift truck, consisting of two box-type sections which telescope within each other, has been introduced by Hyster Co., 2902 N. E. Clackamas, Portland 8, Ore.

Load-raising speed is 58' per minute and torsional rigidity is reported to be 80% greater than conventional assemblies.

Want more info? Use coupon on page 100 and you will get it!

847—Speed Nuts

Flat-type speed nuts for A or B (Z) sheet metal screws, featuring a base arch of the nut which flattens when the screw is tightened to provide a spring lock, are available from Tinnerman Products, Inc., Box 6688, Cleveland 1, Ohio.

Want more info? Use coupon on page 100 and you will get it!

848—Spray Catalog

A vest-pocket catalog containing specifications and details on its line of spray guns, fluid tanks, underbody coating pump outfits, oil and water extractors, spray painting outfits, portable and stationary air compressors, spray painting booths and accessories, has been issued by Binks Manufacturing Co., 3122 Carroll Ave., Chicago 12, Ill.

Want more info? Use coupon on page 100 and you will get it!

849—Terminal Kits

Solderless terminal kits, containing 460 pre-insulated primary wire terminals in 15 types and sizes in a heavy metal cabinet, have been announced by Belden Manufacturing Co., 4647 W. Van Buren, Chicago 44, Ill.

Kit No. 7400 also includes a crimping and stripping tool and kit No. 7401 is furnished with all the above items except the tool.

Want more info? Use coupon on page 100 and you will get it!

850—Colored Sidewalls

Colored rubber sidewalls to fit most passenger-car and light truck tires, which are installed without adhesives, have been announced by The Premier Autoware Co., 4415 Euclid Ave., Cleveland 3, Ohio.

The sidewalls fit between the tire bead and wheel rim and adhere more tightly as the vehicle travels faster, according to the manufacturer. They are available in blue, green, yellow, red, pink and white.

Want more info? Use coupon on page 100 and you will get it!

LEON SWIRBUL

Portrait by Fabian Bachrach

"...over 10,000 employees joined the Payroll Savings Plan..."

"At Grumman, we are proud that in our person-to-person campaign over 10,000 employees joined the Payroll Savings Plan and grasped the opportunity to buy U. S. Savings Bonds regularly every payday. These results were achieved through enthusiastic, patriotic teamwork. I urge every American company to reactivate their Bond Program now in a nationwide effort to maintain sound money and a stable economy."

LEON SWIRBUL, ***President, Grumman Aircraft Engineering Company***

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T-500

Universal Wheel Puller, forged from chrome-nickel alloy. Serves 98% of all cars and light trucks. Tougher lasts longer.

T-500 A

Universal Wheel Puller Adaptor converts any stud-type puller for Ford service.

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2-Ton Car and Truck Stand with quick-adjusting ratchet. Can't release by accident. Forged, non-tip base.

T-125

7-Ton Car and Truck Stand. All features of 2-ton model.

SEE YOUR JOBBER on the complete line of *Job-Designed* Ken-Tools. Forged by the largest exclusive manufacturer of top-quality Tire-changing Tools and Equipment. THE KEN-TOOL MFG. CO., AKRON 5, OHIO.

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KEN-TOOLS

TIRE-CHANGING TOOLS KNOWN, USED AROUND THE WORLD

Six-Month Factory Sales Shoot to Record High

SIX-MONTH factory sales for 1955 hit an all-time high of 4,863,333 units, including 4,226,729 passenger cars, also a record, 634,772 trucks and 1,832 buses, the Automobile Manufacturers Association reported.

Six-month figures for the first half of 1954 were 3,537,589, including 2,971,551 cars and 566,038 trucks and buses.

The next best total for the first six months of any year was 3,889,867 vehicles in 1951.

Previous record for a half-year was set the second half of 1950 when 4,252,740 units were sold.

Chevrolet Picks McGraw For Truck Manager Post

CHEVROLET Motor Division of General Motors Corp. has appointed Edgar McGraw, Jr., Birmingham, Ala., as a truck manager, W. E. Fish, general sales manager, announced.

McGraw moved up from being assistant parts and accessories manager of Chevrolet at Birmingham.

We'll See More Aluminum On Cars of the Future?

CARS of the future may have aluminum grilles, wheels, brake drums, radiators and cylinder blocks, forecast Leo Swoboda, Kaiser Aluminum and Chemical Corp., at a meeting of the Society of Automotive Engineers.

Aluminum has the "right combination of properties," he said, to further design trends and research programs to turn out lighter, better riding cars that have improved performance and economy without sacrificing passenger space.

Aluminum is lightweight, has good thermal conductivity, corrosion resistance and pleasing appearance. It also is available in virtually unlimited quantities at reasonable, stable prices. Finished costs of many aluminum items are lower, he said.

A potential 100-pound weight reduction may be the primary inducement for investigations of aluminum engine blocks, Swoboda said. Six-cylinder blocks are being made experimentally now, and studies are reported to show that V-type cylinder blocks may also be produced by die casting.

He said it was "rather a safe prediction" that aluminum grilles would soon appear on a number of cars. Die cast aluminum grilles are expected in anodized hues and in the natural "satin" finish.

Another possible use is for electrical conductors such as field coils and armature windings. According to Swoboda, aluminum wire is already in production use for many current cars.

Galles' Dream Dealership Unveiled in Albuquerque

MORE than 30,000 attended the three-day celebration marking the unveiling of the $700,000 new home of Galles Motor Co., Cadillac-Oldsmobile agency, in Albuquerque, N. M., last month.

The late H. L. Galles, Sr., who founded the firm over 40 years ago, began planning the "dream dealership" before his death in 1951. "We only carried on from there filling in details and finding latest ways of putting his dream into concrete form," said H. L. Galles, Jr., president.

The 184,000-square-foot operation covers an entire block. The main building covers 45,000 square feet and includes a customer lounge with television, radio, telephone and writing facilities, customer rest rooms, coffee shop, tire store, air conditioning, radio sales and repairs, main offices and a dozen sales and closing offices.

Galles says the building enables a flow of work that uses only one-third the usual number of man-hours.

The opening featured dance orchestras, organ music, matinee and evening stage shows, orchids for the ladies, souvenir books and free lubrication or wash certificates for men.

Florida Agency Forbidden To Offer Free Stock

FINCHER Oldsmobile, Miami, Fla., which offered free General Motors stock to new-car buyers, has been advised that there is a state statute against giving stock as a premium.

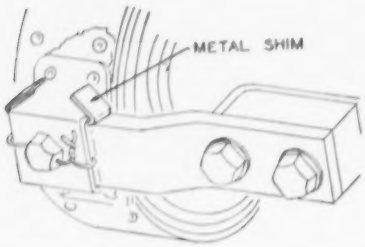
The 200 people who bought cars during the three weeks the offer was in force, however, will be permitted to keep the stock they received, officials of the dealership announced.

TIME SAVERS

To Adjust Old Brakes Of Chrysler Type

IN ADJUSTING long-used Chrysler-type parking brakes, it helps to insert a shim between the brake band and the anchor strap, bending over the shim ends.

This keeps the band and drum aligned vertically and allows close adjustment without dragging.—*Stanley Clark, Stanley Clark's Service, Box 222, East Bradenton, Florida.*

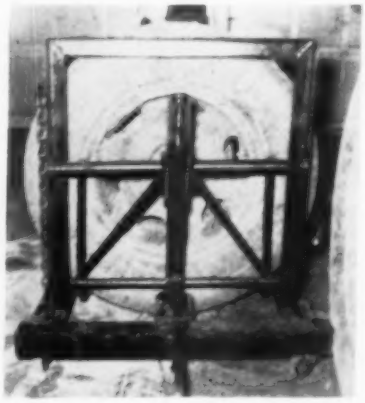


To Make a Wheel Dolly For Most Assemblies

WE MADE this wheel dolly in our shop from 2" angle iron. This type dolly is very sturdy and can handle all the larger dual-wheel assemblies as well as the smaller ones. It also works very nicely on single wheels.

The assembly can be released to the floor and another pulled. It sure saves a lot of hard work and eliminates damaging grease retainers.

The picture explains basic construction. Any size could be made.



—*H. C. Hudson, Shop Foreman, Halliburton Oil Well Cementing Company, Box 320, Flora, Illinois.*

See Beyond The Looking Glass

YOU PURCHASE A STURDY QUALITY MIRROR FOR SAFETY'S SAKE BECAUSE IT IS AN ITEM YOU CAN SEE

Exercise The Same Thinking For Important Safety Items Even if You Can't See Them, Such As Switches, Trailer Connectors and Electrical Accessories

USE

COLE-HERSEE

QUALITY ELECTRICAL AUTOMOTIVE EQUIPMENT TO KEEP YOUR LIGHTS UP TO THE REQUIRED CANDLEPOWER

Breakdowns cost money and personnel safety is non-replaceable. A 15% voltage reduction (which can be caused by inferior products) results in a 45% reduction in candlepower!
Keep your equipment up to highway standards, and enjoy lower maintenance costs.

Send For Our Catalog D-134 TODAY!

COLE-HERSEE
Over 40 Years of Consistently Better Products
20 OLD COLONY AVENUE, BOSTON 27, MASS.

GOT A GOOD

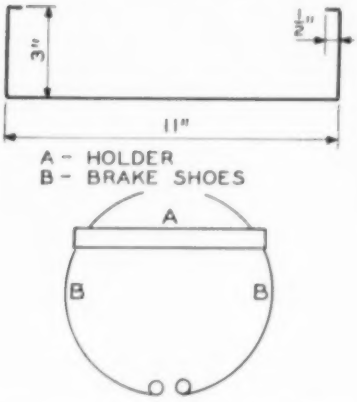
$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

To Hold Brake Shoes, Make an Iron Clamp

BRAKE shoes are aggravating to hold in place when assembling. You get one side in place and turn it loose to get the other side, and it will fall down.

To overcome this, I made a clamp as shown which you just



drop over both shoes to hold them in place until you get the spring on. It can be made from 3/16" x 1" scrap iron.—*Jack Monroe, Jack Monroe's Garage, Montclair Road, R. I. Box 96, Leesburg, Florida.*

If Rust or Dust Sabotages Horn Button on GM Truck

WHEN Chevrolet and GMC truck horn buttons fail to make contact due to rust or dust, we have found that by taking a sharp punch and making about six heavy punches on the bottom plate, the sharp points will prevent the plates from becoming insulated.

Note: Use a putty knife between plates when punching.—*Clarence G. Dye, 404 North Mass., Anthony, Kansas.*

When Threading a Wire On Chevrolet Truck

AFTER putting in about 30 minutes one day trying to get a stiff wire up through the right-hand windshield pillar and through the speaker opening in the head panel or a second series '55 Chevrolet pick-up and truck, I got an old speedometer cable and put it through the speaker hole and down the pillar the first time. Then I taped the speaker wire onto the cable and pulled it through.—*Clyde Ashpough, 1006 North Academy, Guymon, Oklahoma.*

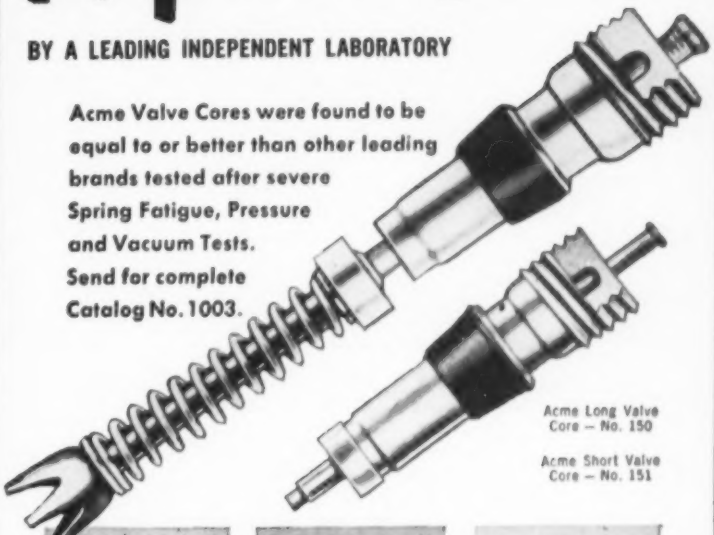
Nash Ups D. C. Manager

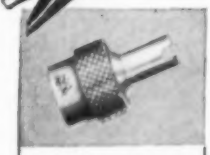
Nash Motors Division of American Motors Corp. has promoted Mark Page, formerly Washington, D. C., city manager, to zone manager of Buffalo, N. Y., Roy Abernethy, sales vice-president, announced. Page joined Nash this year after 12 years as zone manager with Packard.

Report OF Tests

BY A LEADING INDEPENDENT LABORATORY

Acme Valve Cores were found to be equal to or better than other leading brands tested after severe Spring Fatigue, Pressure and Vacuum Tests. Send for complete Catalog No. 1003.





ACME VALVE CAPS
Precision-machined from solid brass. They're heavier, sturdier, more air-tight.

ACME TIRE GAUGES
Rated among Top Two by leading testing organization. (Shown: No. 525 and No. 515)

ACME RUBBER VALVES
"Tempered" for extra toughness. Vulcanizing gum base insures secure bond.

ACME VALVE CORES
AND OTHER AIRLINE ACCESSORIES

ACME AIR APPLIANCE CO., INC.
100-120 Hinsdale St., Brooklyn 7, N. Y.

W. M. Packer, reported to be the country's largest Pontiac dealer, bought Trail Pontiac in Miami, Fla., last month. He has named Dennis Whalen, former assistant general manager of his Detroit agency, as vice-president and general manager. W. M. Packer, Jr., is secretary and treasurer. Shown here are (l. to r.): W. M. Packer, Jr., Packer and Whalen. Packer, who was vice-president and general sales manager of Packard Motor Car Co., Detroit, in 1935, has been a resident of Hillsboro Beach, Fla., for a number of years and is owner of Packer (lime) Groves, Homestead, Fla.

Even brand new 1955 cars need Tung-Sol VISION-AID Headlamps—for their greater safety and satisfaction.

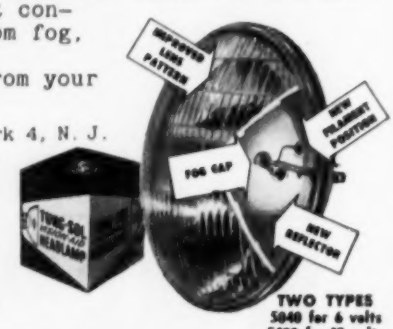
And every change-over is a good sale—price of the lamps, installation and re-focusing.

These wonder headlamps send light 80 feet farther than others down the right side of the road. They reveal curves and obstacles sooner. And a new principle of stray light control kills glareback from fog, snow and dust.

Order these lamps from your jobber today.

TUNG-SOL ELECTRIC INC., Newark 4, N. J.
Sales Offices: Atlanta, Chicago, Columbus, Culver City, Dallas, Denver, Detroit, Montreal (Canada), Newark, Philadelphia, Seattle.

TUNG-SOL®
VISION-AID HEADLAMP



TWO TYPES
5040 for 6 volts
5400 for 12 volts

Four Southern States Up Gasoline Taxes

ALABAMA, Georgia, Texas and West Virginia have increased their gasoline taxes this year, a survey by the National Highway Users Conference revealed.

Georgia's increase was .5¢ and the other three upped theirs one cent each. The estimated net additional annual revenue (all to be used on roads and highways, except for a portion of Texas' revenue which is to go to schools) ranges from $4.5 million for West Virginia to $30 million for Texas. Georgia expects $5 million and Alabama, $8 million.

Texas raised its tax on special motor vehicle fuels .6¢ and Kansas increased its special fuel rate two cents, but retained the same gasoline tax.

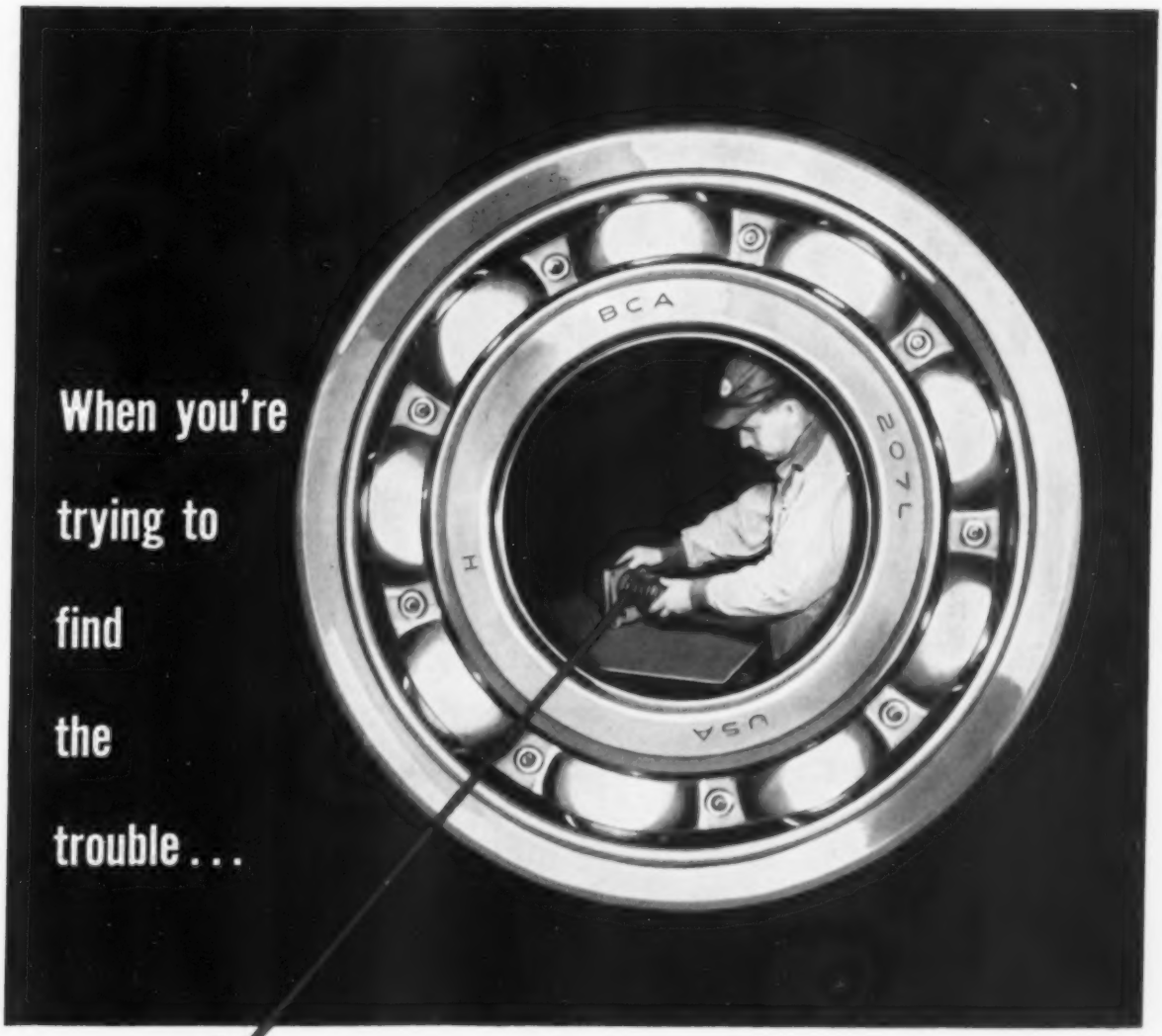
Transportation Industry Plans for GM Show

AIRLINES, bus lines and railroads are preparing for a large influx of visitors to the General Motors Powerama to be held in Chicago Aug. 31-Sept. 25.

Special excursions from all over the country are being planned by several lines and transportation men have said the Powerama will be "a wonderful boost for Chicago as a late summer travel center."

Georgians Buy out Darling

William Harison, Jr., and Louis A. Gulley have bought all capital stock of Henry Darling, Inc., Augusta, Ga., Chevrolet franchise. Harison, a native of Augusta, is president and Gulley, born in Sylvester, Ga., is general manager and vice-president.



Get this useful BCA Trouble Shooter's Guide. Ask your BCA—Federal-Mogul jobber for a copy. Or write us. It's free.

CHECK THE BEARINGS, TOO

Gears noisy? Car slip out of high or second? Frequently, you'll find a bad transmission bearing is to blame.

This new Trouble Shooter's Guide helps trace many hard-to-locate differential, wheel, generator, transmission, and clutch troubles to worn or defective bearings. Helps you win and hold customers.

THE RIGHT AUTOMOTIVE REPLACEMENT BEARINGS ARE EASIER TO INSTALL

BCA ball bearings are designed for automotive replacement service. They're not nearly right—they're exactly right. And your BCA—Federal-Mogul jobber knows automotive bearings—knows your problems—speaks your language.

A FEDERAL Mogul Product

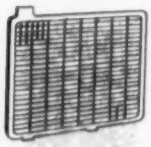
Federal-Mogul Service
(Division of Federal-Mogul Corporation)
DETROIT 13, MICHIGAN

BCA

Want more facts? Use Reader Service Card Page 100

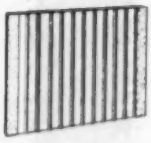
WET OR DRY CHARGE ★ ★ ★ ★ ★ ★ ★

★ ★ ★ ★ DELCO EXTRA ARE GUARANTEED



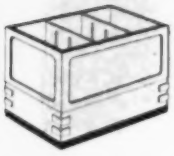
★ EXCLUSIVE NEW DELCOLOY GRID

Delco's unique grid design increases battery life as much as 100 percent by even distribution of current and a superior resistance to overcharge and corrosion.



★ SUPERIOR RUBBER SEPARATORS

Delco's microporous rubber separators offer a new high in resistance to vibration, acid attack, and peroxidation, and are designed to withstand extreme temperatures.



★ HARD RUBBER THERMO-RIGID CASES

Delco's genuine hard rubber case is completely resistant to acid absorption, heat, bulging, warping, or other distortion.

★ Listen to Lowell Thomas on CBS Radio Network—See your newspaper for time and station.

★ ★

-DUTY BATTERIES FOUR YEARS ★ ★ ★ ★

DELCO DRY CHARGE BATTERIES CAN'T GET OLD BEFORE THEY'RE SOLD!

Now you can offer your customers the extra protection of a four-year guarantee on all Delco Extra-Duty batteries—regardless of mileage in normal passenger car service. This is an important sales advantage for you.

Your customers respect Delco as a nationally advertised, nationally accepted battery backed by two of the greatest names in the automotive industry—Delco and General Motors.

That's not all, though—Delco has perfected a new dry charge battery in the Extra-Duty line that can't get old before it's sold. Store it for any length of time, and when you need it simply add electrolyte. It requires no initial charge, so it's always ready to go—the freshest power you can buy.

Wet charge or dry charge—the Delco Extra-Duty line with its many "extra-duty" features and a new four-year guarantee, really puts you in the driver's seat when it comes to selling batteries. Remember too, that in addition to Delco's Extra-Duty line there's an Original Equipment line, a Tractor line, and an Economy line—in fact, a battery to fit every purse and purpose.

CONVENIENT NEW DELCO ELECTROLYTE PACKAGE

ZIP ★ ★ ★ ★ ★ ★ CLIP ★ ★ ★ ★ ★ ★ POUR

ZIP off the top of the sturdy fibreboard container, with the built-in pull string.

CLIP the corner of the acid-proof polyethylene bag that's attached permanently to the container.

POUR easily from this disposable container, which comes in two sizes to meet every battery need.

GM GENERAL MOTORS

SERVICE

A General Motors Product

A UNITED MOTORS LINE

More Jobber News (continued from page 49)

NSPA President Explains Reasons Behind Canceling 1955's ASI Show

DON H. Teetor, vice-president of Perfect Circle Corp. and president of National Standard Parts Association, issued the following "news behind the news" letter, in part, to NSPA members late last month in regard to the canceled 1955 ASI Show:

"I have been on the Joint Operating Committee of the ASI Show since 1939 and as I sit here dictating this letter, I am looking at three plaques which indicate that I was general chairman of this luxurious clambake three different times. This is nothing to brag about because there is no easier or quicker way to lose friends and neglect your own job than to chairmanship an ASI Show.

NSPA President Teetor

"The ASI Show is a luxury that most manufacturers can no longer afford. From the standpoint of attendance, the 1947 show was the largest ever held, with 19,888 people in attendance. The attendance has gradually decreased during the ensuing years until 1954 when 12,882 people attended. Of the 12,882 in attendance in 1954, there was just exactly 33% more manufacturers' personnel in attendance than wholesalers and their salesmen! Of the wholesalers and their salesmen in attendance, 62.7% came from the eight middle western states nearest Chicago.

"At Atlantic City in 1952, 62.9% of the wholesalers and their salesmen came from the Middle Atlantic states. There could be little doubt in anybody's mind but what the so-called *national* ASI Show is nothing but a large, luxurious, costly *regional* show.

"Aside from these headaches, there is always a constant wrangle as to who will be invited to the ASI Show. Many manufacturers want to invite chain stores, TBA and other retailers or anyone who can buy a '1/12 of a dozen assorted.'

"Regardless of the quality of the many regional shows, both good and bad, they have sapped the life out of the national ASI Show. Years ago the automobile manufacturers found out that they could not take their wares to the public with two so-called national shows, one in New York and one in Chicago. The car manufacturers now exhibit their products locally at such places as state fairs, etc. General Motors has the Motorama, which is taken to the people at tremendous expense.

"Your NSPA officers and direc-

TARGET: 30 MILLION TOURISTS!

Summertime is *touring* time. More than 30 million Americans will be getting out on the road — and thousands of Texaco Dealers will be getting in on the profits. For this year, Texaco is aiming the biggest national advertising barrage right straight at these motoring families in all 48 states. Here's the line-up: full-page, full-color national magazine ads . . . the Durante-O'Connor TV shows . . . 5-minute newscasts around the clock every week-end on the powerful 346-station ABC Radio Network . . . and thousands of billboards from coast to coast.

No wonder TEXACO DEALERS are such busy dealers!

TEXACO
REG. T. M.

THE TEXAS COMPANY

tors have been watching with alarm the deplorable results of the ASIS for several years and this year we decided there was no use to ride a tired horse until he dropped dead. At the last NSPA board of directors' meeting it was decided that each year we would hold our national convention in conjunction with one of the regional shows—preferably one in the West to be followed by one in the ensuing years in the East and then one in the Midwest.

"True, we do not expect as large an attendance in any one convention that we would have in Chicago, but over the three-year period we would be able to reach more of our membership and certainly the total attendance for any three-year period will be much greater and our service to our members will be more helpful than if we attempted to hold our national convention in the same central location each year.

"We believe our members are interested in improving their sales and profits on automotive products. That is exactly the kind of program you are going to get in San Francisco and we are going all-out to have the finest, most instructive and idea-sharing convention we have ever had.

"So- - -all roads lead to San Francisco next February. When we bring our convention to the East or Middle West, it will be in the spring- - -no more waiting in the blizzards for taxicabs or returning home to Christmas with sore throats and bad colds.

"The Pacific Coast Automotive Show will be our host in 1956 and our convention will be held on February 21st and 22nd at the Mark Hopkins Hotel."

New Plan Is Trial, MEWA Points out

THE switch to California from the plans for the 1955 ASI Show is on a trial basis, General Manager B. W. Ruark of Motor and Equipment Wholesalers Association pointed out to members in a letter July 19.

He said:

"We apparently failed to emphasize sufficiently that the new plan of rotating the national conventions once each year at regional show locations where adequate facilities are available is on a *trial basis* to discover, if possible, ways and means of giving greater value to the conventions and shows. It is the idea that the particular regional show in connection with which the national conventions would be held each year under the new plan would be, in effect, the national show. In other words, that each such combined national conventions-show would be to practical intents and purposes the A.S.I. Show in a new setting.

"Of course, only time will tell whether it works out that way. If so, well and good. If not, there is no reason why the A.S.I. Show as we have known it in the past cannot be resumed. The A.S.I. Show Committee is being retained and will be available. Furthermore, the name 'Automotive Service Industries Show' is the property of the sponsoring associations and they will take such steps as may be necessary to protect and preserve that name in order to prevent its use by others in connection with an authorized show and for use by the associations if the new plan does not work out as hoped.

"Consequently, it is a mistake to regard the A.S.I. Show as being 'out' or 'dead'."

NEW

TUBELESS TIRES BEAD BREAKERS

STANDARD EQUIPMENT ON

COATS

MODEL D-D (Double Duty)

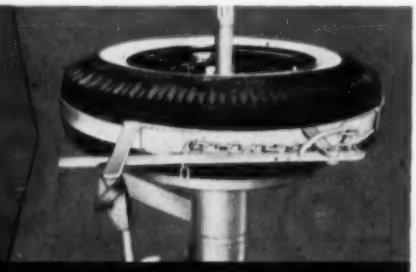
IRON TIREMAN

Now Coats Iron Tireman makes tubeless tire service easier, faster, safer. New bead breakers, especially designed for tubeless tires and safety rims, unlock beads without touching the sealing ridge or twisting bead. Exclusive rollers gently but firmly roll tires off and on with velvet smoothness. Approved by all leading tire and oil companies. Write for FREE Tubeless Tire Service Booklet.

Only $119.50 FREIGHT PAID

TUBELESS TIRE MOUNTING BAND

Seals beads for inflating. Fits all tubeless passenger car tires. Investigate this fast profit-maker now.



JACK P. HENNESSY COMPANY, INC.

SPECIALISTS IN TUBELESS TIRE SERVICE

12 DEPOT SQUARE, ENGLEWOOD, NEW JERSEY — WEST COAST DIVISION, VAN NUYS, CALIFORNIA

COATS COMPANY

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PIONEERS IN TUBELESS TIRE SERVICE EQUIPMENT

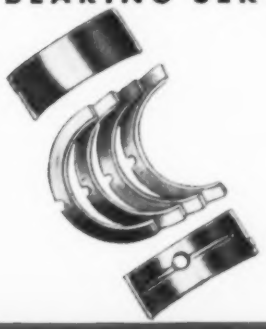
sure customer satisfaction

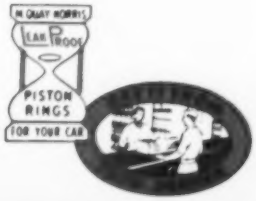
with the rings you know!

You want satisfied customers as soon as you have finished a job—you want the job to be a credit to you and worth the dough you charge for it—and that's exactly what you get when you use McQuay-Norris CHROME-CONTROL LEAK-PROOF Piston Rings. They're the most.

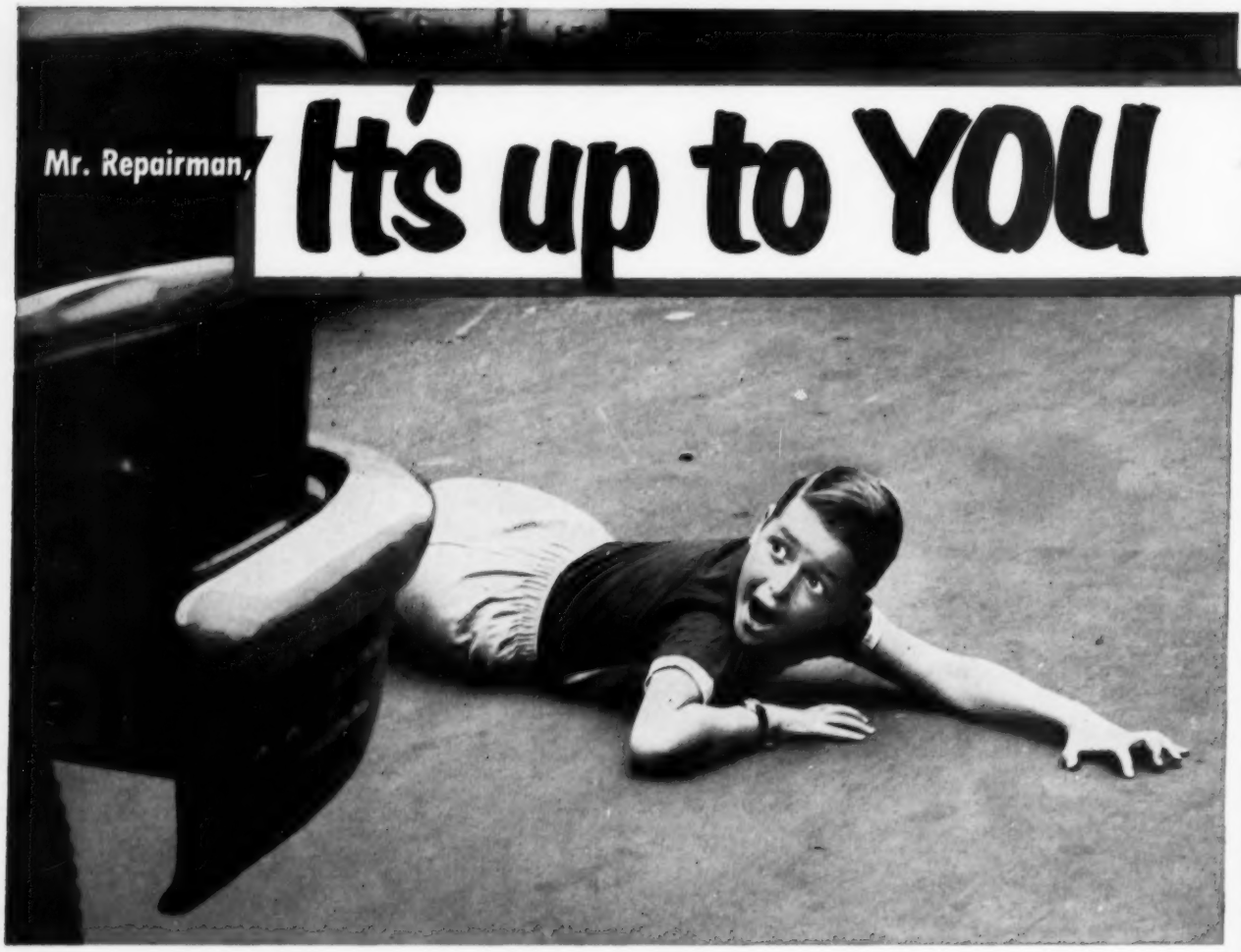
McQUAY-NORRIS BEARING SERVICE

McQuay-Norris Manufacturing Company, St. Louis 10, Mo.





CHROME-CONTROL LEAK-PROOF PISTON RINGS WILL OUT-PERFORM ANY OTHER SET IN THE "HARD-TO-HOLD" JOBS REGARDLESS OF KIND, DESIGN OR PRICE.



WAGNER SHOE EXCHANGE SETS. Available "bonded-on" or "riveted-on" for all popular cars and light trucks with both standard and over-size lining thicknesses.

WAGNER CoMaX BRAKE LINING. Available in sets, rolls, blocks, slabs, segments, and shoe exchange sets. Coverage is complete for every Car, Truck, or Bus.

WAGNER LOCKHEED BRAKE PARTS. These replacements are manufactured to the same specifications as parts used in complete assemblies for original equipment.

You can depend upon WAGNER QUALITY because Wagner Products are used as original equipment by car, bus, truck, and trailer manufacturers.

Est. 1891

Wagner

...the best known name in brake service

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID — Bendix — CoMaX BRAKE LINING — AIR BRAKES — TACHOGRAPHS — ELECTRIC MOTORS

. . . the brand of brake fluid you supply could be the difference between accidents and safe stops

SAFE BRAKES SAVE LIVES

for safety's sake . . . use genuine

Wagner Lockheed® BRAKE FLUID

There's none finer . . . none safer

Properly balanced chemical formula surpasses S. A. E. specifications

Some *day,* some *where,* every one of your customers will have to make a split-second, emergency stop—to save his life or that of some innocent pedestrian. Whether that stop can be made in time might well depend upon the brand of fluid you have put in his brake system. If it were an inferior grade fluid, resulting in brake failure, you might be the prime cause of violent death or crippling injury. Your customers expect you to use the best. The responsibility is YOURS!

Play safe by standardizing on Wagner Lockheed—America's No. 1 brand of brake fluid! It is scientifically compounded in the world's largest and most modern plant devoted exclusively to the production of hydraulic brake fluid. Its chemically balanced formula assures perfect functioning in all seasons and under all driving conditions. It amply lubricates the system; mixes with all approved fluids; does not evaporate rapidly. Protects brake system against dangerous vapor locks, freeze-ups, gummy residue deposits, swelling of rubber parts, or corroding of metal parts.

Only two Wagner Lockheed fluids are required to meet all service needs. 21 is for passenger cars under moderate conditions. 21-B is for trucks, buses, and passenger cars where a heavy-duty type fluid is recommended. Available from your Wagner Jobber in 12 oz., quart, gallon, 5-gallon, 30-gallon, and 54-gallon containers.

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FRANCHISED Wagner Lockheed BRAKE PRODUCTS DEALER

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(Branches in principal cities in U.S. and in Canada)

Fill out and mail coupon for full facts on this profitable program that's sweeping the country. No obligation.

NAME _____
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TRANSFORMERS . . . INDUSTRIAL BRAKES

 (Continued from page 13)

Luxury-Car Gas Economy May Be Realized

FUEL economy performance for automatic transmissions on luxury-class automobiles equal to that obtained with overdrive transmission is a long-sought goal of automotive engineers that will be realized in the near future, William H. Graves, vice-president and director of engineering for Studebaker-Packard Corp., reported.

Results of a 5,000-mile economy test conducted at the Packard proving grounds, Graves said, indicate that Packard engineers are only a short development period away from the economy target.

Two 1955 model Packard Patrician sedans were run continuously on the proving ground track for more than five days at an average speed of 40 mph. One car was equipped with Twin-Ultramatic transmission; the other, for the purpose of the test, with overdrive transmission.

The Packard with Twin-Ultramatic averaged 22.8 mph of regular gasoline; the Packard with overdrive 23.2, or a plus-economy factor for the overdrive car of less than 2%.

V-8 Trend Helped

Graves said Packard engineers have been able to make constant progress toward greater economy for automatic transmissions since the establishment of an industry trend to larger displacement V-8 engines, which has opened the door to selection of the most advantageous rear-axle ratio selections.

"The large displacement engine," Graves said, "provides a broad base for rear-axle ratio selection without compromising acceleration and over-all performance characteristics."

In addition to greater economy, he said, there will be less wear on the parts which work to transmit power from the engine to the rear wheels, plus a more effortless, quieter and smoother ride.

Graves explained that overdrive-equipped transmissions involve the transmitting of power through extra gearing to speed up the propeller shaft. This results in extra car-weight as well as frictional power losses. The propeller shaft operating at high speeds tends to induce vibration, resulting in a less smooth ride.

Graves said the potential for automatic transmission economy is great as related to the development and study of rear-axle ratios currently underway, now that engineers can adapt their finding to large displacement engines capable of developing high torque power.

"It is torque-power, not horsepower," he emphasized, "which creates driving force for the rear wheels to make possible fast acceleration from standing starts. And, to endow high torque in an engine there is no substitute for large displacement."

Tops in Value

- More power
- Performance tested
- New engine guarantee
- High-lift camshafts
- CONFORMATIC pistons
- Chrome-alloy valves
- Chrome rings
- More profit

MUSTANG PRECISIONEERED ENGINES

When you SELL a MUSTANG, you SELL THE BEST

When you SELL a MUSTANG you MAKE MORE PROFIT

and you make it FASTER and EASIER

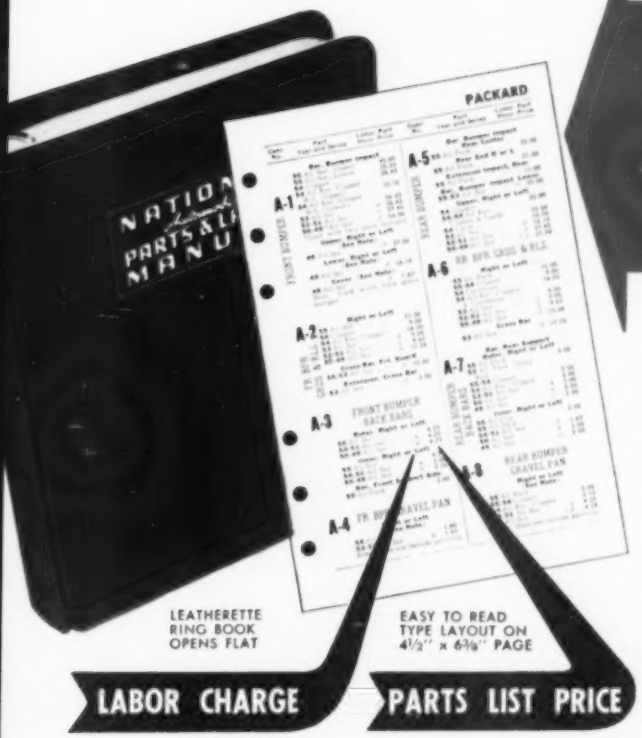
REBUILDER'S INCORPORATED

producers of MUSTANG precision remanufactured engines

100 International Road, Garland, Texas

No Guessing! No Gambling!

48,000 shops, garages, dealers use and depend on . . .



NATIONAL AUTO PARTS & LABOR MANUAL

For fast, accurate, profitable estimates on every repair job

You're always sure—always up-to-date with your National P. & L. Manual. In easy-to-find, easy-to-read listings, it shows your parts list price and your labor charge — for collisions, chassis, mechanical, trim, glass and body repairs. *Frequent revisions and supplements* with latest price changes are sent you promptly, as released by the factory.

ENTIRE YEAR'S SERVICE, $12.50

Satisfaction Guaranteed

The complete manual, with handsome leatherette ring book cover, *together* with all revisions for an entire year, costs you just $12.50—time-saving, dependable protection against losses of money, or customers. You never have to guess on your repair work, you never have to gamble — you know the right price, the profitable price — every time — for every job. You'll save the cost of your subscription many times over. *Its authentic figures are used by most of the country's insurance adjusters.*

Mail the coupon for your Parts and Labor Manual now — use it for 30 days — your satisfaction is guaranteed, backed by our 44 years' service to the automotive industry.

LABOR CHARGE

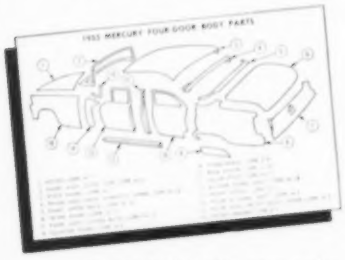
For any repairs on all cars. Plainly listed in hours and tenths — automatically figured at your scale per hour. No arithmetic to do — no chance for error.

PARTS LIST PRICE

Covers all cars, arranged alphabetically, in all models back through 1949, including hard-tops and convertibles. All listings reflect latest factory releases.

ADD THEM TOGETHER AND YOUR ESTIMATE IS COMPLETE! ACCURATE! PROFITABLE!

Book of Illustrations *89 Assembly Diagrams $3.00*



Covers all 1955 model cars with "exploded" views of body, front-end suspension, grille and front bumper assemblies — with name, outline and number to show how they fit together. "Illustrations" is an invaluable aid for estimating, ordering, repairing. Just $2.50 extra, when included with your order for the P & L Manual. Your satisfaction is guaranteed.

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Behind the wheel of this millionth Ford car to roll from the Atlanta, Ga., assembly plant is Plant Manager Henry C. Dorsey, who helped put together the first Atlanta-built car in 1915. Seated beside him is Harry B. King, district sales manager. Standing are (l. to r.): Atlanta Depot Manager R. M. Parker, Glenn H. Schricker, Atlanta Lincoln-Mercury district manager, and William A. Toms, regional manager of Lincoln-Mercury for the southeastern and southwestern states.

He Helped Build First, Drives off Millionth

THE man who helped assemble the first Atlanta-built Ford in 1915 was the man who drove the millionth car from the Atlanta assembly line July 22—the day when Ford Motor Co. manufactured its millionth Ford for this calendar year.

He was Henry C. Dorsey, a Georgia native and a Ford employee since March, 1915.

While it took Ford 40 years to turn out its first millionth in the Georgia capital, Dorsey asserted that under the present production projections he expected the plant of which he is now manager to produce its second millionth "in about eight years from now."

The plant is currently assembling approximately 410 Ford cars and trucks daily. These are shipped to dealers in Georgia, Alabama, Tennessee, Florida, North Carolina, South Carolina, Louisiana and Mississippi.

Approximately 1,500 people are employed, including both salaried and hourly workers. The annual plant payroll is about $7,500,000.

Ford officials said the million cars and trucks built in Atlanta represent a retail value in excess of two billion dollars. The bulk of this money, the company said, has remained in the South in the form of wages to the company's employees, payments for materials and services purchased locally, and similar expenditures by the company's dealers.

Last year, the assembly plant built 96,796 cars and trucks—more than in any other year of the company's nearly 50 years of operations at Atlanta.

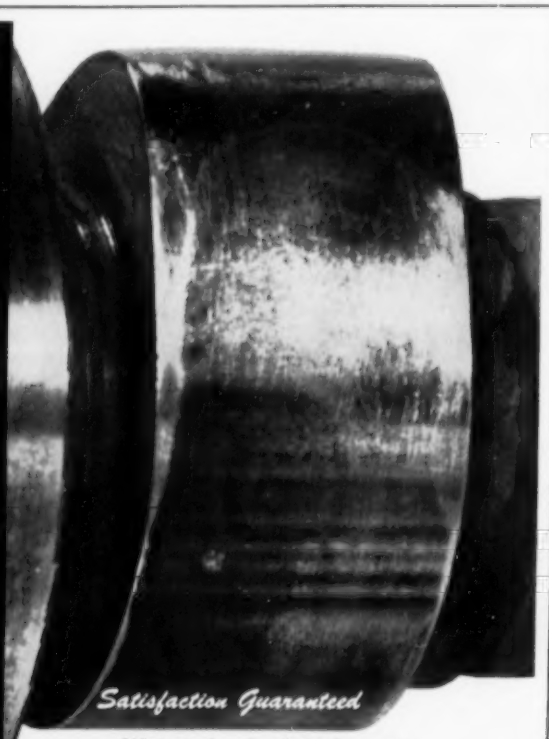
On February 8, 1955, the plant produced the 500,000th unit since the present plant began building cars and trucks in December, 1947. Thus, the plant in slightly more than seven years had assembled more units than the former Ponce de Leon Avenue plant produced from 1915 until 1942.

Standard's New and Exclusive Camshaft Service

Reclaims Worn Camshafts

Good as New In Performance In Length of Service

at 1/3 the Cost of Replacements



Write today for full information

Standard Crankshaft & Hydraulic Co., Inc.

2917 Rozzell Ferry Rd., Charlotte, N.C., Phone: FR 6-2374—S-3469

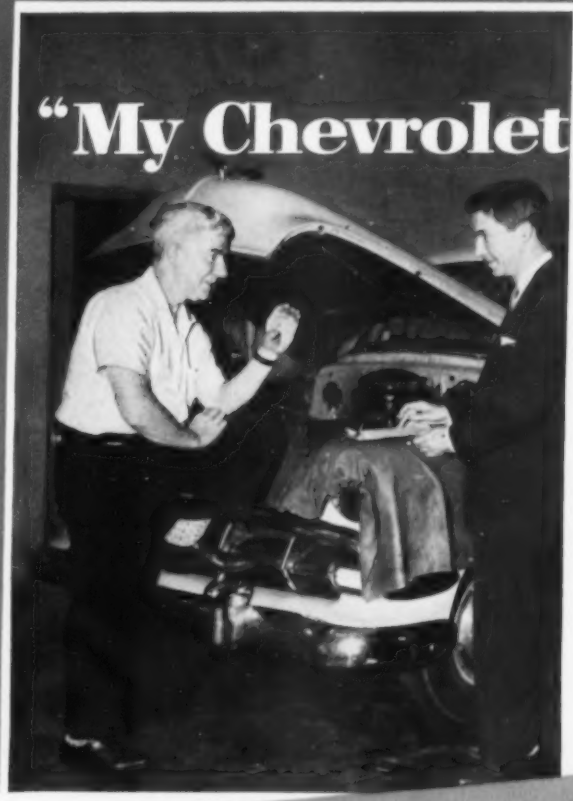
Chevrolet Names Cutter For Public Relations

CHEVROLET Motor Division has named John L. Cutter, former White House correspondent and member of the United Press staff, public relations director, T. H. Keating, general manager of Chevrolet and vice-president of General Motors, announced.

The appointment centralizes all the company's public relations activities under one Detroit office. Cutter succeeded Charles J. French, who is assuming new responsibilities.

Chevrolet Advances Alabamian

Chevrolet Motor Division has promoted Walter D. Smith, Birmingham, Ala., zone truck manager, to fleet manager of the zone, W. E. Fish, general sales manager, announced last month.



Take it from a leading Independent Serviceman:

"My Chevrolet Dealer is my partner in service!"

"It's mighty important for me to be able to go to my Chevrolet dealer and get just about any Chevrolet parts I need quickly. I can even call on the phone and have my parts in a jiffy. I use him as part of my business—my parts warehouse!"

CHARLES L. McGUIRE
C. L. McGUIRE & CO., INC.
14-16 WEST END AVENUE
NEW YORK, N. Y.

Mr. McGuire places an order with his Chevrolet dealer.

Independent Servicemen get these 4 Big Benefits

1 Quality you can depend on

Your Chevrolet dealer handles parts manufactured to high standards of quality, precision-built for dependable operation. Buy your Chevrolet parts from the man who specializes in them—your Chevrolet dealer.

2 Increased service efficiency

The right parts do the job best. It will pay you to do business with your Chevrolet dealer. In so many ways, he is actually *your partner in service!*

3 Technical help in service problems

Booklets like the Repair Manual help you solve tough problems quickly by showing best and quickest installation methods. On tricky service problems, see your Chevrolet dealer. He can help you solve them quickly.

4 A complete line of Chevrolet Parts

Your Chevrolet dealer is one, convenient source for all Chevrolet parts. He can assure prompt delivery, helps you give your customers better service!

CHEVROLET

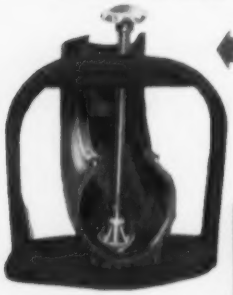
Your Chevrolet dealer is ready, willing and able to serve you better than ever!

Want more facts? Use Reader Service Card Page 100

Attending the meeting of the Independent Garagemen's Association of Texas were (clockwise): M. H. Maddux, E. E. Bass, Marshall Enlow, C. A. "Bill" Bean, Jim Monks, Harold Jones, Jess Allman, J. T. Carpenter, Marlin Jordan, J. W. Lucus, Frank Lopez, Dave Carlson, R. W. Hodge and Byron Albright. Joe P. Brown was not present for the picture.

MONKEY GRIP "SIZZLE PATCHES" with FILLER TABS

. . . the Big Difference in TUBELESS TIRE REPAIRING



SHOP CLAMP
Mounts on wall or table for heavy-duty service. Wide opening for fast, easy positioning. Magnetic pressure foot. Handles tires up to 11:00 and all tubes.

PORTABLE CLAMP
Carefully engineered for fast and easy handling. Fits any position in tire. Fast running pressure screw; magnetic foot; and other exclusive features.

For a safer repair, use the vulcanizing patch method with an extra piece of rubber to "fill the hole." FILLER TABS on Monkey Grip "Sizzle Patches" supply this needed rubber. Monkey Grip can fill *all* needs for tubeless tire repairing. Order "Sizzle Patches" today . . . the Vulcanizing Patches with the *Big Difference* . . . FILLER TABS.

MONKEY GRIP

ASK YOUR JOBBER
ABOUT TUBELESS TIRE AND TUBE REPAIR MATERIALS AND OTHER MONKEY GRIP PRODUCTS

MONKEY GRIP SALES CO. P. O. BOX 6170 DALLAS, TEXAS

Texas Garagemen Map Changes in Bylaws

PROPOSED bylaws changes intended to expedite growth of the movement were considered favorably by the officers and directors of the Independent Garagemen's Association of Texas in their summer meeting in Austin June 25 and 26.

Subsequently, President Jess Allman declared that "all chapters are closer together on major issues than ever before. We are in a very good position to move forward with our organization plans."

There was full attendance of officers and directors representing the six state chapters and although the suggested changes were received with favor, they must be reviewed and approved by all local units.

Attending were, in addition to President Allman of Austin: M. H. Maddux, vice-president, Fort Worth; Frank S. Lopez, secretary-treasurer, Austin; H. W. Jones, recording secretary, Houston; E. E. Bass, conductor, Dallas, and these directors:

Marshall Enlow of Fort Worth, C. A. "Bill" Bean and Jim Monks of Houston; J. T. Carpenter and Marlin Jordan of Waco; J. W. Lucus and Byron Albright of Dallas; Dave Carlson of Austin and Joe P. Brown of San Antonio. R. W. Hodge of Shreveport, La., sat in as a guest.

The officers and directors also took unanimous action in favor of

Handle TODAY'S REPAIRS Right!

Choose "Professional" Tools by New Britain

NEW!

FACTORY APPROVED TOOLS FOR HYDRA-MATIC TRANSMISSIONS

ARC-2
MULTI-PURPOSE
CLUTCH SPRING COMPRESSOR

ACT-1
FRONT & REAR
CLUTCH TESTER

AGS-1
GOVERNOR SLEEVE
ALIGNING TOOL

PLUS . . . A Variety of Tools for Servicing Other Automatic Transmissions!

DYNAFLOW • POWERGLIDE
FORDOMATIC • MERCOMATIC
HYDRA-MATIC

Ask for Complete Information

Greater strength, better fit, completeness of Line . . . New Britain Hand Tools offer you these BIG advantages. They handle today's repairs better, easier, and faster—add up to big savings in mechanics' time and trouble.

Whatever the job, there's a New Britain Tool designed to do it *right*—a complete Line of rugged Tools, designed by mechanics for mechanics, available individually or in sets to meet every shop requirement. All are carefully engineered, made from top quality materials, and fully guaranteed. You can count on New Britain Tools to give a lifetime of useful service.

See these great New Britain Tools today! Write for Catalog No. 58 and complete details.

N·A·P·A Assurance of Quality

New Britain HAND TOOLS

GREATER STRENGTH • BETTER FIT

THE NEW BRITAIN MACHINE CO. • NEW BRITAIN, CONN.

a motion by Albright to support automotive trim shop owners in their resistance to the federal government's attempt to collect an 8% excise tax on seat covers. Preparation for legal action is under way.

Proposed changes in the bylaws were offered by Lucus with the admonition that any such changes must have unanimous chapter approval before they can be acted on in the autumn convention, scheduled for Oct. 1 and 2 at Austin.

Lucus' suggestions were that garagemen be allowed to petition the state association directly for membership at-large, that the designation of "contributing associate" be substituted for the term "associate member" and that the required number for formation of a new chapter be reduced from 15 to five.

The change from associate member to contributing associate would increase the number of individuals or firms eligible to contribute toward growth of local movements, it was pointed out. Another change would permit contributing associates, functioning in a regional manner, to apply direct to the state association offices for participation.

Director Bill Bean of Houston proposed that over-all fellowship and good-will would be heightened by development of statewide athletic events such as golf and bowling tournaments.

In this connection it was announced that the Austin convention will have a more pronounced social flavor, with more attractions for delegates and wives. One feature of the entertainment program as tentatively scheduled will include a 12-mile excursion by boat on the Colorado river, with dinner and floor show aboard.

THE ORIGINAL REFLECTING FLARE IS STILL THE GREATEST

Model 20

MIRO-FLARE

Competition still hasn't been able to duplicate the quality in the original MIRO-FLARE. It is still the recognized leader — the original reflecting flare that is carried on more commercial vehicles than all other makes — and is ICC authorized.

NOW AVAILABLE IN FOUR STYLES

THE MODEL 20 . . . made of heavy formed steel, dust and waterproof. Twenty-four candlepower, visible for over one-half mile. Available in sets of three with carrier. Flag and staff optional.

THE MODEL 18 . . . economy flare. Has same candlepower as Model 20. Also available in set of three with carrier. Flag and staff optional.

MODEL 18 BF FLARE KIT . . . contains set of three Model 18 Miro-Flares with flags and staffs in box small enough to tuck in most anyplace.

MODEL 19 . . . single unit Miro-Flare for passenger cars.

Whether You Buy or Sell . . . Be Sure You Have the Original Miro-Flare

Model 18 Model 18 BF Model 19

THE MIRO-FLEX CO., INC.

1824 EAST SECOND WICHITA, KANSAS

Please send me literature on the original Miro-Flare_____and the complete Miro-Flex automotive safety equipment line.
I am a user_____dealer_____jobber_____

NAME_____

ADDRESS_____

CITY_____ STATE_____

DeSoto Boosts Sales 93%; Dallas Region Ups 145%

DeSoto Division of Chrysler Corp. increased its mid-year sales mark 93% over 1954, with its Dallas, Texas, region leading the country with a 145% increase, J. B. Wagstaff, vice-president in charge of sales, announced last month.

This year's total of 72,692, compared with last year's 37,736, exceeded all previous six-months' sales records.

The St. Louis, Mo., region showed a 119% increase; Kansas City, Mo., upped 114% and Memphis, Tenn., showed a 94% gain.

Atlanta, Ga., was up 80% and Charlotte, N. C., 57%.

Said Wagstaff, "These exciting sales returns encourage us to believe that we will not only have an all-time record year, but that the momentum afforded in this widespread public acceptance, coupled with advances in our new 1956 product, will give us another record-breaking year in 1956."

ATAM Elects Tennessean As Vice-President

The Automotive Trade Association Managers has chosen David P. Whelchel, executive vice-president of the Tennessee Automotive Association, as vice-president.

Frank R. Broadway, executive vice-president of the Automobile Dealers Association of Alabama, is secretary-treasurer. E. John Lehman, secretary-manager of the Akron Automobile Dealers Association, is president.

Safest Thing on wheels!

That's what your customers get when you use Thermoid Bonded Brake Shoe Exchange. Thermoid "Precision Processed" Bonding includes de-lining, cleaning and checking shoes, processing the shoe surface, and bonding with **Thermoid *"Custom-Built"* Brake Lining.** Linings are burnished to exact drum diameter and shear tested.

YOU GET STREAMLINED SERVICE from Thermoid's nationwide network of exchange stations. Take advantage of this *Precision-Processed* program to speed up and modernize your brake service! You'll find it profitable. And your customers will have the safest thing on wheels!

Thermoid

Thermoid Company, Trenton, N. J.

the standard of precision processing in brake lining, brake blocks, hydraulic fluid, cylinder assemblies, hydraulic brake parts

Want more facts? Use Reader Service Card Page 103

Alton Costley Ad Offers 48 Months To Pay; Then Public Learns Truth

TERMS of 48 months to pay were offered in an ad last month by a well-known Chevrolet dealer whose management expressed the opinion the ad was "just awful."

East Point Chevrolet Dealer, Inc., East Point, Ga., was flooded by hundreds of persons after a half-page newspaper ad announced the availability of 1955 Chevrolets with 48 months to pay. The firm is headed by Alton M. Costley, National Automobile Dealers Association regional vice-president and a bitter foe of "fantastic" car sales ads.

While Costley (who declined suggestions of some NADA nominating committee members to make himself available ultimately for the NADA presidency at the convention last winter) was out of the city, his general manager was quite outspoken about the ad.

Said Clyde Wilson:

"I think the 48 months is just awful. They (some other Atlanta area dealers) started out offering 18 months, then 24, 30 and 36. I wouldn't be surprised to see someone offer 60 months before long.

"Somebody had to stop all this foolishness.

"People came in here, I guess 5,000 of them, the first two days of the ad. But not a one was interested any longer after we explained what was back of it and after we showed them what they would have to pay over the 48 months.

"The ad was all on the up and up and we would have sold them the cars, but we wanted them to know what they would be getting into. They weren't interested after all the facts were pointed out to them.

"When they multiplied the $32.95 per month for 48 months and added the necessary down payment, they saw how much the car was really going to cost."

A few months ago another ad was carried to combat packing. It listed in detail the financial breakdown on each car and model.

Charlie Johnson Acquires His Eighth Dealership

CHARLES F. Johnson, Sr., Charleston, S. C., owner of seven other Southern Chevrolet dealerships, recently raised his total to eight with the purchase of Robertson Chevrolet, Richmond, Va., from Charles B. Robertson, in the automobile business there for more than 25 years.

The name of the dealership has been changed to Dominion Chevrolet and Robert Mason of Atlanta, Ga., is general manager of the firm.

W. D. DeSanders Heads Up Dallas Cadillac Agency

W. D. DESANDERS has acquired a majority of the stock and has been elected president of Lone Star Olds-Cadillac Co., Dallas, Texas, a distributor reported to have an annual volume of more than $15,000,000.

DeSanders recently sold Village Cadillac to his brother, N. J. DeSanders, Jr. N. J. DeSanders, Sr., former president of Lone Star, has moved to the position of chairman of the board.

(*More News Briefs on page* 137)

Schiffer Motor Service and Parts, Selma, Alabama

INCREASED VALVE BUSINESS 50% with Kwik-Way equipment

Ray Schiffer thought he was all set to handle valve business until he saw a Kwik-Way demonstration. But here are his own words:

"I was equipped, so I thought, to do a real precision valve job until I was given a comparison demonstration with Kwik-Way. I purchased a Kwik-Way Super-Matic Valve Facing Machine and SSG Seat Grinder. As a result my valve business has increased 50%!"

Ray Schiffer was familiar with Kwik-Way equipment. He has used a Kwik-Way Main Bearing & Cam Shaft Bearing Machine and a Kwik-Way Seat Insert Tool since 1950, so he knew what to expect when Kwik-Way introduced the Super-Matic and SSG. His story—increased business with Kwik-Way—is typical of garagemen all over the country. You can increase your business with Kwik-Way, too. Send the coupon below for complete details. Find out for yourself how Kwik-Way can bring more customers into your shop.

These are the machines that increased business for Schiffer's

Kwik-Way Super-Matic Valve Facing Machine

Makes it easy to get extreme accuracy and superior finish with simplified operation.

- Micro-switch operating controls.
- Precision built, lever operated, 6-ball chuck.
- Improved Coolant System.
- Extra power with dual motors.
- Rugged construction—built to highest standards.

Kwik-Way Super Seat Grinder, Model SSG

Has heavy-duty gears and a powerful ½ HP Universal motor for faster, more profitable jobs.

- Kwik-Way's exclusive tapered arbor.
- Ball bearing construction Grinder Unit.
- Special built-in spring loaded plunger.
- Built-in 53° angle drive.
- Ample power for seats up to and including 4-inch.

Kwik-Way Precision Equipment is sold only through factory trained representatives.

Kwik-Way Serving The Engine Reconditioning Industry Since 1920

VALVE FACING MACHINES • VALVE SEAT GRINDERS
VALVE SEAT INSERT TOOLS • CYLINDER BORING MACHINES
VORTEX SUCTION DEVICE • LINE BORING MACHINES
PISTON GRINDERS • CYLINDER HEAD STANDS

CEDAR RAPIDS ENGINEERING CO.
915 17th Street N. E., Cedar Rapids, Iowa

☐ Please send complete details on Super-Matic Valve Facing Machine and SSG Seat Grinder.
☐ Have Kwik-Way man call.
☐ _____
Other equipment in which I'm interested.

Name _____
Company _____
Address _____
City _____ State _____

THEY'LL PAY FOR THEMSELVES THE FIRST TIME YOU USE THEM

A new Vellumoid product that *makes replacing oil pans and gaskets a SNAP instead of a headache!*

VELLU-BOLTS®

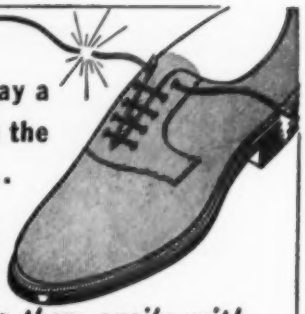
PATENT PENDING

- Screw the VELLUBOLTS into the four corners of the engine bed. Snap the gasket over the bolts, then snap the pan on over the gasket and presto! . . . . the pan is locked in place while you screw in the regular bolts. Then remove the VELLU-BOLTS. They can be used over and over again.
- Set of 12—fitting most cars and small trucks—$4.95. Set of 8—fitting large trucks and busses—$3.75. Ask your jobber.

THE VELLUMOID COMPANY
WORCESTER 6, MASS.

VELLUBOLTS — *THEY WORK LIKE MAGIC!*

Nobody throws away a pair of shoes when the shoe laces break....



no need, either, to junk those faulty tail pipes! Repair them easily with

Quaker Supreme-TAIL PIPE REPAIR KIT!

4 numbers give 100% coverage!
No inventory problems

Install it in 5 MINUTES! Remove rotted tail pipe end with hack saw. Slip TAIL PIPE REPAIR KIT over old tail pipe; move back until the rear is even with bumper, tighten repair kit clamp and refasten tail pipe hanger. It's the hottest PROFIT MAKER in the industry! Packaged individually boxed or in assortments.

SOUTHEAST REP.: L. M. HIRSIG CO. ★ SOUTHWEST REP.: HIRSIG-FRAZIER CO.

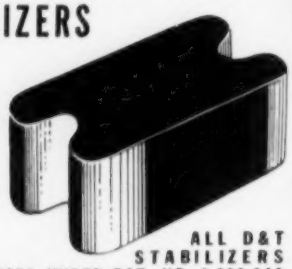
Quaker Supreme Chemical Corp.
MONTGOMERY • ALABAMA

D&T ENGINEERED

. . . For A Smoother Ride
. . . For More Profits

SELL D&T COIL SPRING STABILIZERS

MOLDED OF HIGH QUALITY RUBBER



ALL D&T STABILIZERS ARE LICENSED UNDER PAT. NO. 2,230,340

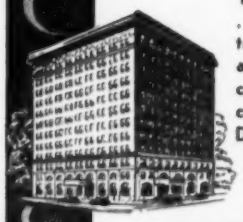
TURNER *Manufacturing Co.*
KOKOMO, INDIANA, U.S.A.

SEE YOUR JOBBER OR WRITE FOR LITERATURE

Tops in Everything

CONVENIENT

Member Diners' Club



Ideally located in St. Louis, two short blocks from the Union Station and in the center of the Wholesale District . . . Preferred, always by experienced travelers because of its outstanding advantages— Every room with combination tub and shower . . . and circulating ice water.
Delicious food . . . cheerful service.

AIR-CONDITIONED ROOMS
350 rooms from $3.50

ERNIE SIMONS General Manager

HOTEL LARIDGE

LOCUST ST. AT EIGHTEENTH
Free Parking
ST. LOUIS

News Briefs

(*Continued from page* 134)

Nashville Named Site Of Ford Glass Plant

PLANS for the construction of a new glass manufacturing plant to be located at Nashville, Tenn., were announced by S. W. Ostrander, vice-president and group executive of Ford Motor Co.

Cost of the plant has been estimated at $25,000,000 to $30,000,000, including equipment.

The facility is a part of Ford's $2,325,000,000 postwar expansion and modernization program, involving the addition of more than 50,000,000 square feet of floor space to Ford facilities in the United States.

Ostrander said that Ford has purchased from the state of Tennessee approximately 250 acres as a site for the plant one mile west of the Nashville city limits in the Cockrill Bend of the Cumberland River.

Construction is scheduled to start later this summer. The plant is expected to be in operation in 1957.

A. R. Wardrop, general manager of the company's Dearborn general manufacturing division, who will direct operations of the Nashville facility, said the plant will contain more than 1,000,000 square feet of floor space. Approximately 2,500 workers will be employed when full production is attained, he added.

The main manufacturing building, containing approximately 850,000 square feet of floor space, will be a one-story structure in the shape of a rectangle, approximately 2,260′ long and 470′ wide.

In front of the manufacturing building, a two-story employee services and administration building will occupy more than 100,000 additional square feet of space.

Adjacent to the main manufacturing building will be located auxiliary facilities, such as powerhouse and water cooling tower. These units will occupy an additional area of approximately 120,000 square feet of floor space.

Free Driving Lessons Offered in Detroit

A FREE five-lesson driver training course, including behind-the-wheel operations, slides, movies, charts and car demonstrations, is being offered in the interest of better driving by Al Long, Detroit, Mich., Ford dealer.

A police sergeant with nine years' experience in driver training conducts the sessions, and as a special feature, errors of beginners and those who have failed attempts to obtain licenses are pointed out.

Highway Users Names Gray as Manager

THE National Highway Users Conference has appointed Harold Gray, formerly manager of its special services department, as field manager in 15 states, Arthur C. Butler, director, announced last month.

Gray is to direct services in Alabama, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, New Jersey, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia and West Virginia.

During the past year he has worked in Florida for improved highway administration and protection of highway funds.

COOL PROFITS are yours when you sell the ORIGINAL KOOL KOOSHION SINCE 1920

Look for the KOOL KOOSHION Label

For 35 years the BEST MADE and FASTEST SELLING auto cushion in the world. It will outwear any cushion on the market today.

GALVANIZED WIRE Won't rust or sag

"SIT YOUR CUSTOMERS ON A BREEZE"

VENTILATED TO PREVENT PERSPIRATION

KOOL KOOSHION is durable and comfortable. It's sturdy, patented construction of tempered spring galvanized wire is soft and will not flatten out or rust. It is covered with beautiful vinyl netting and carefully engineered and made by veteran craftsmen.

NEW KING-SIZED CUSHION

Order our NEW big KING-SIZED KOOL KOOSHION. A large 22½-inch wide seat. This is our 35th Anniversary improvement to the KOOL KOOSHION line. The new KING-SIZED is COOLER, CLEANER, SOFTER and more COMFORTABLE.

DEALERS

See your jobber now! He can supply you with the type and size you want.

KOOL KOOSHION MANUFACTURING COMPANY OKLAHOMA CITY, OKLAHOMA

BE SURE YOU GET THE GENUINE KOOL KOOSHION

Ohio Association Organizes to Add Members to National Garage Group

BUSINESS is "looking up" for the Independent Garage Owners of America. At press-time these announcements came from Ralph James, executive director:

At a meeting at Akron July 16-17 the Independent Garage Owners of Ohio was formed, with 18 delegates present from Toledo, Akron, Canton and Youngstown who represented local associations numbering more than 250 members.

The Independent Garage Owners of New Mexico, a new association chartered this year, is the newest member of IGO-America. While its membership is from Albuquerque, groups from other cities are expected to be added soon, James said. Jeff Newbill of 211 Sixth Street, S. W., is the president.

James is selling his garage at Tulsa due to the pressure of his association duties, which have included traveling approximately 20,000 miles since January. Said the veteran garageman: "The decision as to what to do in this instance was made when I took on this job regarding a national association."

He also announced that the Lancaster, Pa., group was adding members fast, with the prospect that the pending state unit there would become "one of our largest state associations within three years."

IGO-California "has finally removed all obstacles and is now a full state member of IGO-America," he said. "This is the largest state association, with a membership of 550. California Association of Wheel & Brake has 150 members and it is a specialist state association of IGO-America. The total membership from California, therefore, in the national is approximately 700 members."

It's time you changed to EIS Flexible RIBBED CUPS!*

* Patent No. 2,465,175

TIME-TESTED FOR MORE THAN 10 YEARS!! PROVEN BETTER THAN "ORIGINAL-GENUINE" PARTS!!

If you're experiencing trouble with Chrysler Products wheel cylinders — if you're experiencing trouble with Ford, Chevrolet, International, GMC and other trucks using chevron cups — **NOW is the time to change to EIS Flexible RIBBED CUPS.** They do the job better — faster and they're cheaper in the long run.

EIS Flexible RIBBED SECONDARY CUPS are now part of EIS Master Cylinders. As fast as production capabilities permit, EIS RIBBED CUPS will be installed in all EIS Master Cylinders. Some EIS Kits now have them; more and more are being added.

EIS AUTOMOTIVE CORP., MIDDLETOWN, CONN.

Write for Catalog

REPLACE ... REPAIR ... REFILL WITH EIS

THE COMPLETE BRAKE PARTS LINE

Oldsmobile Power Features Are Increasingly Popular

POWER assist features, such as steering, brakes, windows and seats, are being specified by more and more Oldsmobile owners, J. F. Wolfram, general manager of Oldsmobile and vice-president of General Motors, announced last month.

Power steering, introduced on 1952 models, is now ordered as optional equipment on 58% of all Oldsmobiles produced.

Power brakes, first installed on 1953 models, were ordered for 68% of Oldsmobiles produced in the first half of 1955.

Electrically powered windows are specified on 18%, power seats on 19%, safety-padded instrument panel on 47%, tinted glass on 53% and air conditioning on 4.5%.

GMAC Selects Deane For Higher Post

GENERAL Motors Acceptance Corp. has named J. D. Deane as executive vice-president in charge of the operating staff, succeeding August Freise, who retired August 1 after 36 years.

Gavin Brackenridge, vice-president, succeeded Deane as executive in charge of branch operations in the United States and Canada.

In a stew about brake lining?

Brake lining claims coming at you hot and heavy? Got you confused? In a stew? There's no need to be. Here's one *sure* thing that makes sense in any man's language . . .

Today, Bendix-Eclipse Brake Linings and heavy-duty frictional materials are used on more new vehicles than any other make! The choice by far of America's leading car and truck manufacturers. And since the earliest days of the automobile, the name "Bendix" has always been identified and associated with every major braking improvement and advancement.

What better assurance could you have that Bendix-Eclipse* Brake Blocks and Linings are best for you and your customer. Order your stock now from your local Bendix-Eclipse jobber.

*REG. U. S. PAT. OFF.

On more new vehicles than any other make

Bendix-Eclipse Brake Blocks and Linings

MARSHALL-ECLIPSE DIVISION OF Bendix AVIATION CORPORATION TROY, NEW YORK

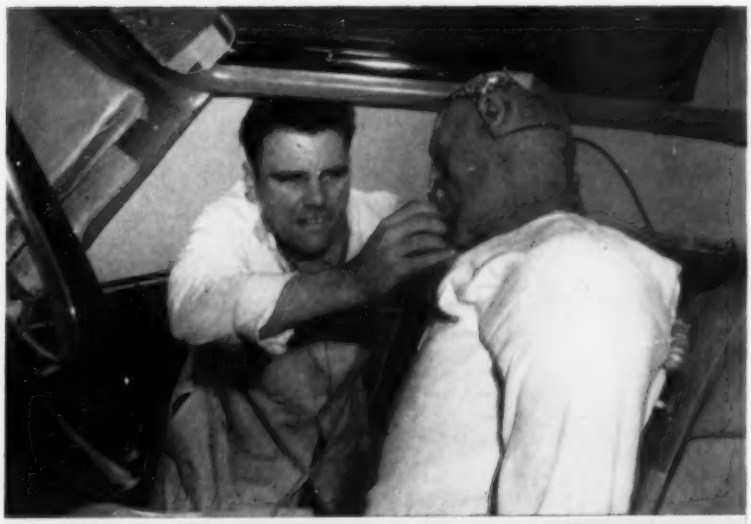
Ford Pushes Program For Greater Safety

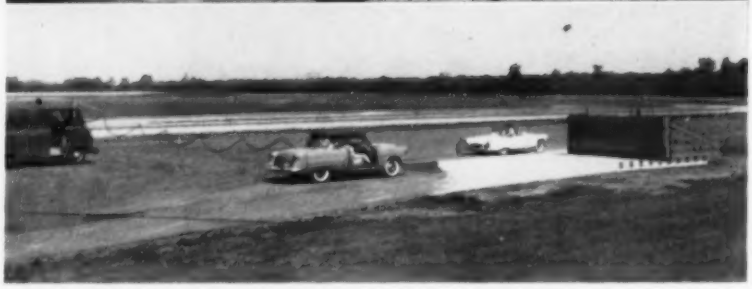
FORD Motor Co. announced last month the industry's most concerted research program in the pioneer development and testing of safety devices to reduce the number and severity of crash injuries.

Earle S. MacPherson, vice president-engineering, said that evaluation studies and full-scale-car crash tests conducted by the Ford engineering staff using life-like dummies to simulate human passengers have shown, among other things, the value of seat belts for automobiles.

He said that, as a result, the company has made seat belts available to dealers for installation as accessory equipment on Ford, Lincoln and Mercury cars and Ford trucks.

"Studies are continuing at the new Ford research and engineering center on other energy-absorbing devices and engineering designs aimed at minimizing injuries caused by traffic accidents," MacPherson said. "These safety advancements also will be incorporated in Ford Motor Co. products as fast as they can be proved effective."





Top: Sensitive electronic instruments play an important part in the full-scale crash tests at Ford's Dearborn test track as part of a concerted and force of impact. Above: Engineers are pictured towing a ing from a patch of aluminum foil on the head of a crash dummy. During the crash this foil closes an electrical circuit if it touches the instrument panel, windshield or sun visor. The contact produces a signal in the nearby instrument van, recording the exact time and force of impact. Above: Engineers are pictured towing a crash car into a barrier. Note the electronic hook-up cable between crash car and the instrument van which is suspended by a shock cord.

The Ford, Lincoln and Mercury seat belts will meet strength requirements greater than those specified by the Civil Aeronautics Administration for aircraft seat belts, according to A. L. Haynes, assistant chief research engineer and head of the company's vehicle safety program. The installed belts will be sold for about $11 an individual set.

"We know there is less chance of injury when the motorist is held in his seat, and furthermore when he is kept within the protective enclosure of the vehicle," he said.

"We also have learned that the driver who is restrained snugly behind the steering wheel by his seat belt is less likely to lose control of his car during a minor accident and—as a result—be injured in a secondary collision." In addition, he said, the personal experience of those working on the company seat belts is that they increase the comfort of long-distance driving and reduce fatigue.

Haynes said tests have shown some seat belts on the market are improperly designed and constructed. Inadequate installations of this type could be harmful and worse than no belt at all, he said.

"The Ford seat belts will be adaptable to all Ford Motor Company cars from 1952 to the current models. Belt webbing will be made of a durable nylon-rayon combination about two inches wide. Buckles will clamp easily and can be adjusted or unfastened with one hand, leaving the other free for steering."

MacPherson explained that an exhaustive study of all available accident and crash injury data has been under way by the Ford engineering staff for some time, including analyses of information

(*Continued on page* 143)

ALL
WHEEL BALANCERS
ARE
OBSOLETE!

For they FAIL to cure
OUT OF ROUND TIRES
Without cutting or grinding.

Get the complete story
on the Air-bourn Lift
CURES TIRE TROUBLES
in 30 seconds!

LOW COST
REVOLUTIONARY
FAST
ACCURATE

TRY IT FREE

The Incline Position Instrument
Write for details

CHAMPION MANUFACTURING COMPANY
414 W. 7th Street Sioux City, Iowa

Federal-Mogul engine bearings

First Choice for Quality, Coverage, Availability and Service "Know-how"

Federal-Mogul engine bearings are products of research . . . design . . . metallurgy . . . precision manufacturing. ¶ You get 'em when you want 'em—and they're *right* every time. ¶ It's the "service slant" . . . you'll find your problems are anticipated, and met, throughout the Federal-Mogul line. ¶ The "Fm" on the bearing back is your guide to quality in engine bearings. ¶ It's the *preferred* line in every survey . . . number one choice of the service trade!

FEDERAL-MOGUL SERVICE

DETROIT 13, MICHIGAN

GET IT FROM YOUR JOBBER

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News Briefs

(*Continued from page* 140)

compiled by such well-known investigation groups as the crash injury research group of Cornell Medical College, the Indiana state police, the Air Force Aero-Medical Laboratory, Wayne University Medical School, the Pennsylvania Turnpike Commission, the University of California, Los Angeles, and the National Safety Council.

"Available crash statistics, however, are not detailed enough for all our purposes," the engineering executive pointed out, "and we will need many more case studies and will continue to conduct full-scale crash tests with standard vehicles at our Dearborn test track."

The manikins used in the Ford crash tests are call anthropomorphic dummies. They have the same weights and dimensions of average motorists. Their skeletons are steel weldments; their skin and muscle, soft plastic. They can be adjusted so they will be relaxed or tense during impact.

The dummies record the force of the blows they receive in a crash by means of sensitive electronic attachments. With each collision, electronic signals are transmitted from the crash car to a nearby instrument van where receiving equipment records and tabulates these time and force messages.

Correlated with the full-scale crashes are specialized laboratory impact tests. Technicians drop weighted metal balls on instrument panels in conducting these design studies. In other laboratory tests, seat belts are stretched to their breaking point to prove their strength and durability.

Fletcher N. Platt, company manager of traffic safety and highway improvement, said that developments, which will be announced later, are revolutionary in the industry and are based on an entirely new concept of automotive safety.

"Although there are more vehicles in use today than ever before," Platt said, "the total fatality rate per mile of travel is lower than at any time since the automobile came into use."

He noted that during the past 25 years, the fatality rate has dropped from 16 to less than 7 deaths per 100,000,000 miles.

"We are hopeful that by improved design and new safety features we can reduce casualties on our highways, although human failure may continue to cause many accidents," he said. "We are most encouraged in our research by the growing interest of the general public in greater traffic safety."

GM Employees, Payroll Hit Record High This Year

GENERAL Motors' employees and payroll hit an all-time high the second quarter and first half of 1955, Harlow H. Curtice, president, and Alfred P. Sloan, Jr., chairman of the board, announced last month.

Despite a 25% drop from last year in defense sales, the period also set a record for average weekly pay of wage earners in the United States. Weekly earnings averaged $103.09, compared with $89.81 a year ago. Workers in the car, truck, body and assembly divisions earned an average of $106.36 per week during 1955's first six months.

Average number of wage earners in the U. S. increased to 408,933 from 386,159 in 1954, for the first six months.

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INVESTIGATE THE HUGE PROFIT POTENTIAL

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He says: "Last year, income from labor was $10,790, material sales were $4,049. The first 3 months after installing Inland equipment, my business paid two-thirds of the cost!"

Servicing radiators offers tremendous opportunities! Town Auto Co., Allentown, Pa. made over $13,000 in a year! Jack Fagan, Delavan, Wisc. made $10,650 in 8 months! Many others, all over the country, net $6,000 to $20,000 a year!

Just Think! 20,000,000 radiators require servicing yearly. Inland equipment enables you to do professional work, use easy fast production methods, make Big Profits! Send for free book "Blueprint for Profit!"

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PLEASE PRINT TITLE.....
ST..... CITY..... STATE.....
If Dealer, Car Sold..... Have Radiator Shop ☐ Yes ☐ No

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TRADE MARK

FUEL PRESSURE REGULATOR
& FUEL FILTER

FILT-O-REG cuts fuel waste, prevents stalling, stops flooding. It feeds the full and correct amount of filtered fuel to the carburetor at minimum pressure under any load, at all speeds and extreme weather temperatures. Guaranteed to exert a maximum of 2 lbs. P.S.I. constant fuel pressure on the carburetor float valve and seat. This provides the proper float level under all driving conditions. **FILT-O-REG** fits in the fuel line between the fuel pump and the carburetor. Factory set..no adjustment is ever necessary.

Complete Satisfaction Guaranteed

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WRITE FOR CATALOG

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Skimpy Undercoating Shown in Survey

A RECENT survey of 113 eastern shops disclosed that they were, on the average, undercoating 16 cars with one 53-gallon barrel of undercoating, according to the National Automobile Dealers Association.

"These survey results are disturbing," said NADA. "Men who know the value of undercoating have always advised that undercoating be sprayed to a thickness of not less than one-eighth of an inch on the underbody of each car. When the compound is sprayed to this specification, the application will consume five and one-half gallons of undercoating. Yet the 113 shops surveyed used less than three and one-half gallons per job. This means the coating was sprayed to a thickness of only one-sixteenth of an inch."

In making its survey results public, the Automotive Undercoating Manufacturers Association warned that a coating less than one-eighth inch in depth will not absorb road sounds properly. Since the elimination of noise from sand and gravel is one of the principal selling features of undercoating, a customer obviously will be dissatisfied by an undercoating job which fails to deaden noise. He won't be back for another job; he'll order his next new car without it.

The best way to constrict the growing and profitable market for undercoating in the United States, says AUMA, is to skimp on essential material.

Said NADA:

"Reputable dealers welcome this advice from AUMA, and hope motorists will heed it instead of running up the back alleys to the gyp service artists. But dealers can help, too, by explaining to their customers the advantages of premium undercoating of a motor vehicle."

Louisiana Announces Date

The annual convention of the Louisiana Automobile Dealers Association will be held Feb. 27 in the Grand Ball Room of the Hotel Roosevelt at New Orleans, Manager-Director John O. Hofbauer announced last month.

Order "STEELFLEX" Flexible

EXHAUST TUBING

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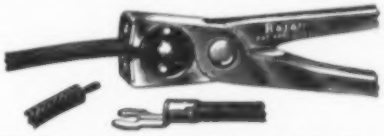

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Send for circular and prices.

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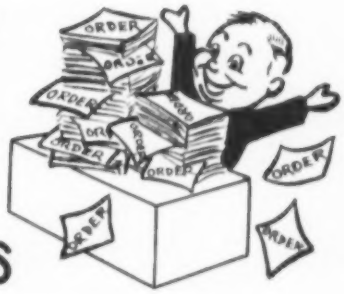

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Out in Front HIRSIG In the South

THE HIRSIG ORGANIZATION SALUTES

WEST VIRGINIA

THE PANHANDLE STATE

AUTOMOTIVE STATISTICS

Total Vehicle Registrations	516,867
Gallons of Gasoline Used 1953	417,239,000
New Car Dealers	605
Independent Garages	793
Number of Service Stations	2,355
Miles of Paved Road	10,148
Hirsig Managers	2

COVERAGE MAKES SALES

These Hirsig district managers cover the State of West Virginia, rendering complete and effective service to jobbers and manufacturers of all Hirsig lines.

EDDIE WHITLOCK

JACK GILES

The Hirsig organization covers all of the ten Southeastern states just as intensely as they cover the State of West Virginia. The ten states covered are Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Tennessee, Kentucky, Mississippi, and Alabama.

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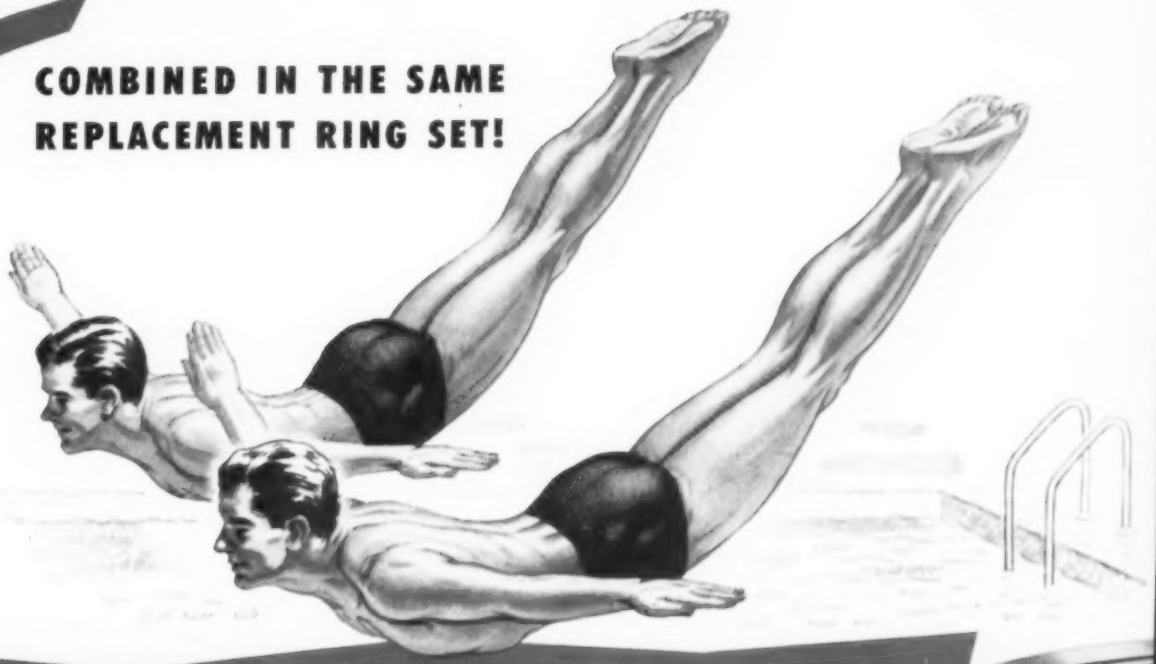

❶ A FAST SEATING COMPRESSION RING

❷ A SOFT PRESSURE OIL RING

❶ The Hastings torsional is a compression ring that seats *right now*. Its torsional action brings it into a quick seat and perfect wall bearing in any cylinder—tapered, out-of-round or re-bored.

❷ The Hastings Steel-Vent is an oil ring that stops oil-pumping immediately. It's a *soft pressure* ring with the light inner-spring developed by Hastings. It delivers the extra lubrication that older engines must have—and with complete oil control and economy.

Here are two *top performers* in the same "Motor Engineered" set . . . built by replacement ring specialists.

You don't get come-backs due to cylinder scuffing and slow-seating when you install Hastings Steel-Vent sets. You get positive, quick performance that makes car owners happy.

HASTINGS MANUFACTURING COMPANY, HASTINGS, MICHIGAN • HASTINGS LTD., TORONTO

Piston Rings, Cosite, Oil Filters, Spark Plugs, Wear Reducer

HASTINGS

STEEL-VENT PISTON RINGS

Regular or Chrome-Faced

* Tough on oil-pumping . . . Gentle on cylinder walls

Engineering Leadership in EVERY SET

Assures You of Doing Every Job Right Every Time

For more profit-making jobs, ask your Ramco Jobber for the Ramco Ring Line Selector Guide illustrated at the left. This guide brings you the complete Big 4 Ramco Ring Line-Up for doing the job right.

Use it to show customers how, with Ramco rings, they are getting years-ahead piston ring performance, whether they are driving a 1940 car, a truck or a sleek 1954 or 1955 engine job.

It's easy for the car owner to see the difference, because no other rings even look like Ramco! Whether it is 10-Up with No Gap Spiro-Seal or C-9 with Duomatic Action, *you've got* years-ahead piston ring design with *RAMCO!*

RAMCO

PISTON RINGS

10 up for today's Re-Ring Jobs **RTC** for Fleet and Engine Rebuild Jobs **C** for the New Type Engine Ring Jobs

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